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Ludlow typefaces
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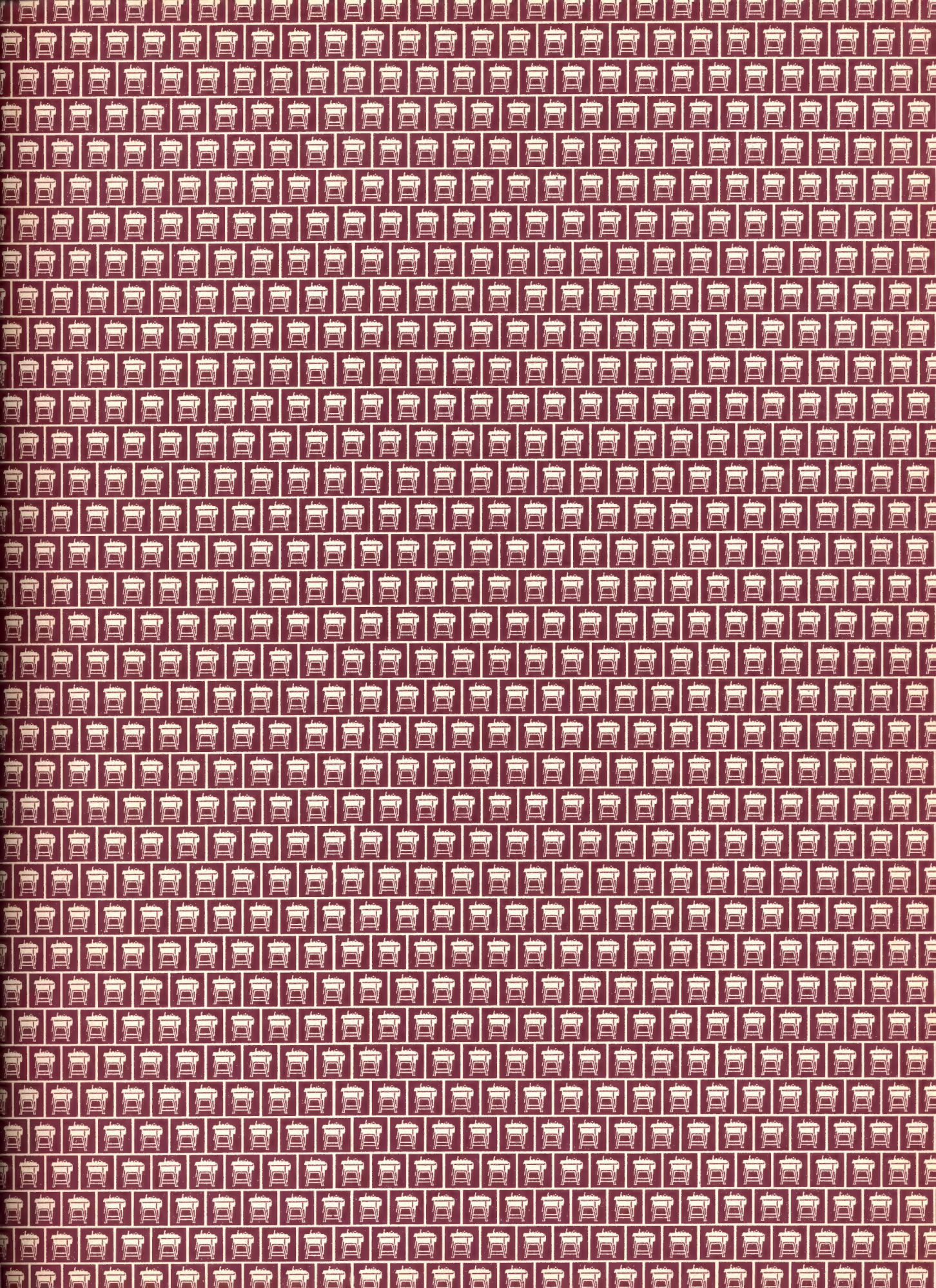
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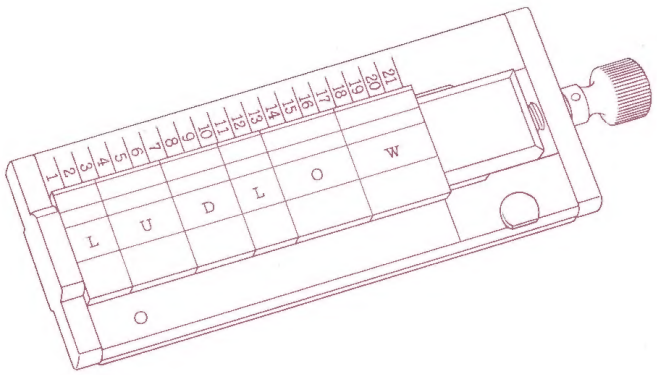
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TYPEFACES

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LUDLOW TYPEFACES



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ATLANTA: 120 MARIETTA STREET + + SAN FRANCISCO: 5 THIRD STREET

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Alphabetical Index to Typefaces

Accented Characters 204
Advertising Figures:
Bodoni Black 103
Bodoni Campanile 102
Cheltenham Bold Cond. 188
Gothic Extra Condensed 131
Karnak Black Condensed 27
Ludlow Black 174
Medium Condensed Gothic 130
Tempo Light 54
Tempo Bold 55
Tempo Heavy 56
Artcraft 190
Artcraft Italic 191
Artcraft Bold 192

Bodoni Light 92
Bodoni Light Italic 93
Bodoni Modern 88
Bodoni Modern Italic 91
Bodoni Bold 94
Bodoni Bold Italic 95
Bodoni Campanile 96
Bodoni Campanile Italic 245
Bodoni Campanile Ad. Figures 102
Bodoni Black 98
Bodoni Black Italic 101
Bodoni Black Ad. Figures 103
Bookman 156
Bookman Italic 157
Borders and Ornaments 226-243

Cameo 134
Cameo Italic 135
Caslon Light 140, 245
Caslon Light Italic 141
Caslon Bold 142
Caslon Bold Italic 143
Caslon Bold Condensed 144
Caslon Bold Extra Condensed 145
Caslon Old Face Heavy 146
Caslon Heavy Italic 147
Caslon, True-Cut 136
Caslon, True-Cut Italic 139
Century Expanded 152
Century Bold 153
Century Bold Italic 154
Century Bold Extended 155
Chamfer Gothic 127
Cheltenham Oldstyle 176
Cheltenham Oldstyle Italic 177
Cheltenham Cursive 178
Cheltenham Oldstyle Cond. 180
Cheltenham Wide 179
Cheltenham Bold 182
Cheltenham Bold Italic 183
Cheltenham Bold Condensed 184
Cheltenham Bold Cond. Italic 185
Chelt. Bold Cond. Ad. Figures 188
Cheltenham Bold Extra Cond. 186
Cheltenham Bold Extended 187
Cheltenham Bold Outline 181
Commerce Gothic Light 159
Commerce Gothic Medium 159
Commerce Gothic Med. Cond. 162B
Condensed Gothic 125
Cond. Gothic Deluxe Variants 246
Coronet 106
Coronet Bold 109
Clearface Bold 196
Clearface Bold Italic 197
Cushing Antique 194

Delphian Open Title 133
Deluxe Variants 123, 246

Eden Light 28
Eden Bold 29
Eleven Light 148
Eleven Light Italic 149
Eleven Bold 150
Eleven Bold Italic 151
Engravers Bold 164
Eusebius 68
Eusebius Italic 71
Eusebius Small Caps 72
Eusebius Bold 74
Eusebius Bold Italic 77
Eusebius Open 73

Foodstore Logotypes 206, 207
Franklin Gothic 117
Franklin Gothic Ex. Cond. 119, 247
Fraktur, No. 16-1 198
Fraktur, No. 16-2 199
Fraktur, No. 16-3 200

Garamond 78
Garamond Italic 81
Garamond Small Caps 86
Garamond Bold 82
Garamond Bold Italic 85
Gothic Bold Condensed Title 128
Gothic, Commerce Light 159
Gothic, Commerce Medium 159
Gothic, Commerce Med. Cond. 162B
Gothic, Condensed 125
Gothic, Chamfer 127
Gothic Extra Cond. (144-pt.) 129, 131
Gothic Extra Cond. Ad. Figs. 131
Gothic, Franklin 117
Gothic, Franklin Ex. Cond. 119, 247
Gothic, Headline 126
Gothic, Medium Condensed 120
Gothic, Medium Cond. Ad. Figs. 130
Gothic, Record 164
Gothic, Square 116, 245
Gothic, Lining Plate Light 160
Gothic, Lining Plate Light Con. 161
Gothic, Lining Plate Light Ext. 162A
Gothic, Lining Plate Bold 162
Gothic, Lining Plate Heavy 160
Gothic, Lining Plate Heavy Con. 161
Gothic, Lining Plate Heavy Ext. 162A
Greenwich 67

Hauser Script 110
Headline Gothic 126
Hebrew Modern 201
Hebrew Bold 202
Hebrew Bold Condensed 203

Karnak Light 11
Karnak Intermediate 12
Karnak Intermediate Italic 15
Karnak Medium 16
Karnak Obelisk 19
Karnak Black 20
Karnak Black Italic 23
Karnak Black Condensed 24, 25
Karnak Black Condensed Italic 27B
Karnak Black Cond. Ad. Figs. 27

Lafayette Extra Condensed 175
Laureate 195
Lining Litho Light 163
Lining Litho Bold 163
Lining Plate Gothic Light 160
Lining Plate Gothic Light Con. 161
Lining Plate Gothic Light Ext. 162A
Lining Plate Gothic Heavy 160
Lining Plate Gothic Heavy Con. 161
Lining Plate Gothic Heavy Ext. 162A
Lining Plate Gothic Bold 162
Logotypes, Foodstore 206, 207
Ludlow Black 172
Ludlow Black Italic 173
Ludlow Black Ad. Figures 174

Mandate 113
Mayfair Cursive 114
Medium Condensed Gothic 120
Med. Con. Goth. Deluxe Variants 123
Medium Cond. Gothic Ad. Figs. 130

Number 11 Light 148
Number 11 Light Italic 149
Number 11 Bold 150
Number 11 Bold Italic 151

Old English 158
Ornaments 226-243

Plantin 87
Plantin Italic 87
Plantin Small Caps 87
Powell 193

Radiant Medium 2
Radiant Bold 4
Radiant Bold Condensed 5B
Radiant Bold Extra Condensed 7
Radiant Heavy 8
Record Gothic 164
Ruleform Matrices 205

Samson 64
Square Gothic 116, 245
Stellar 61

ALPHABETICAL INDEX TO TYPEFACES

Stellar Bold 62
Stencil 189
Stygian Black 170
Stygian Black Italic 171

Tempo Light 30
Tempo Light Italic 33
Tempo Light Ad. Figures 54
Tempo Medium 34
Tempo Medium Italic 37
Tempo Medium Condensed 38
Tempo Bold 41
Tempo Bold Italic 42
Tempo Bold Condensed 44, 45
Tempo Bold Ad. Figures 55
Tempo Heavy 46
Tempo Heavy Italic 49
Tempo Heavy Cond. 45, 51, 245
Tempo Heavy Cond. Italic 52
Tempo Heavy Ad. Figures 56
Tempo Heavy Inline 53
Tempo Black 57
True-Cut Caslon 136
True-Cut Caslon Italic 139

Ultra-Modern 166
Ultra-Modern Italic 168
Ultra-Modern Bold 169
Umbra 58
Underwood Bold 165

Victoria Italic 164

Index to Miscellaneous Matrices

Accented Characters 204
Account Signs 219
Advertising Brackets 210
Arithmetical Signs 219
Arrows 208
Arrows, Piece 209
Asterisks 221, 222

Borders and Ornaments 226-243
Braces 221
Braces, Piece 220
Brackets 221
Brackets, Advertising 210
Business reply card corner block 208

Calendar Figures 208
Care-of Signs 219
Cent Marks 222
Check Marks 219
Commercial @ 219
Copyright Signs 219
Crosses, Death 221

Daggers 219
Death Crosses 221
Degree Marks 219
Diagonal Fractions 211-218
Diphthongs 210
Dollar Sale Figures 222
Dollar Marks 222
Double Daggers 219

Election Squares and Circles 221
Em-set Light Roman Fractions 215
Em-set Bold Roman Fractions 216
Em-set Bold Italic Fractions 218
En-set Light Fractions 217
En-set Bold Fractions 217
Envelope Window Indicators 208

Fists 208
Foodstore Logotypes 206, 207
Foot Marks 219
Fractions, Diagonal 211-218
Fractions, Em-set Light Roman 215
Fractions, Em-set Bold Roman 216
Fractions, Em-set Bold Italic 218
Fractions, En-set Light 217
Fractions, En-set Bold 217
Fractions, Miscellaneous 218

Inch Marks 219

Leaders 244
Logotypes, Foodstore 206, 207
Logotypes, Price 222

Miscellaneous Fractions 218
Mortised Matrices 210

Number Signs 219

Ornaments 226-243

Paragraph Marks 219
Parentheses 221
Per Cent Marks 221
Per Signs 219
Piece Arrows 209
Piece Braces 220
Pound Signs 219
Pound Sterling Marks 220
Prescription Marks 208
Price Logotypes 222
Printed in U.S.A. 208

Radical Marks 219
Ruleform Matrices 205
Rule Blocks 244

Section Marks 219, 222
Shilling Strokes 220
Superior Figures 223

Index to Miscellaneous Lining Matrices

Account Signs 225
Arithmetical Signs 225
Arrows 225
Asterisks 225

Braces 225
Brackets 225

Care-of Signs 225
Cent Marks 225
Check Marks 225
Commercial @ 225
Copyright Signs 225

Daggers 225
Degree Marks 225
Double Daggers 225

Election Squares 225

Fists 225
Foot Marks 225
Fractions:
- Commerce Gothic Light 224
- Commerce Gothic Medium 224
- Commerce Gothic Med. Cond. 224
- Lining Litho Light 224
- Lining Litho Bold 224
- Lining Plate Gothic 224

Inch Marks 225

Number Signs 225

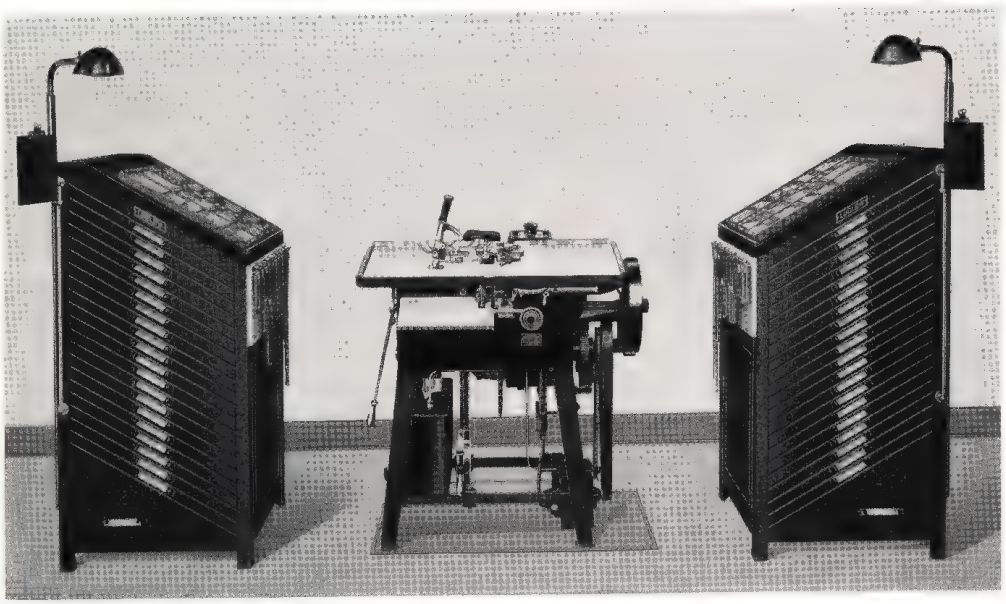
Paragraph Marks 225
Parentheses:
- Commerce Gothic Light 224
- Commerce Gothic Medium 224
- Commerce Gothic Med. Cond. 224
- Lining Litho Light 224
- Lining Litho Bold 224
- Lining Plate Gothic 224

Per Cent Marks 224
Per Signs 225
Pound Signs 225

Section Marks 225

Numerical Index to Typefaces

1-L Caslon Light 140, 245
1-LI Caslon Light Italic 141
1-B Caslon Bold 142
1-BI Caslon Bold Italic 143
1-BC Caslon Bold Cond. 144
1-BEC Caslon Bold Ex. Cond. 145
1-OFH Caslon O. F. Heavy 146
1-HI Caslon Heavy Italic 147
1-TC True-Cut Caslon 136
1-TCI True-Cut Caslon Italic 139
2-L Chelt. Oldstyle 176
2-LI Chelt. Oldstyle Italic 177
2-LIC Chelt. Cursive 178
2-LC Chelt. Oldstyle Cond. 180
2-LW Chelt. Wide 179
2-B Chelt. Bold 182
2-BI Chelt. Bold Italic 183
2-BC Chelt. Bold Cond. 184
2-BCI Chelt. Bold Cond. Italic 185
2-BEC Chelt. Bold Ex. Cond. 186
2-BE Chelt. Bold Extended 187
2-BO Chelt. Bold Outline 181
3-L Bodoni Light 92
3-LI Bodoni Light Italic 93
3-M Bodoni Modern 88
3-MI Bodoni Modern Italic 91
3-B Bodoni Bold 94
3-BI Bodoni Bold Italic 95
3-BEC Bodoni Campanile 96
3-BECI Bodoni Campanile Ital. 245
3-H Bodoni Black 98
3-HI Bodoni Black Italic 101
4 Cushing Antique 194
5-E Century Expanded 152
5-B Century Bold 153
5-BI Century Bold Italic 154
5-BE Century Bold Extended 155
6-B Medium Cond. Gothic 120
6-BCT Gothic Bold Cond. Title 128
6-C Condensed Gothic 125
6-ZB Square Gothic 116, 245
6-F Franklin Gothic 117
6-FEC Franklin Gothic Extra Cond. 119, 247
6-H Headline Gothic 126
6-HP Chamfer Gothic 127
6-EC Gothic Extra Cond. 129, 131
6-LPL L. P. Gothic Light 160
6-LPLC L. P. Gothic Light Cond. 161
6-LPLE L. P. Gothic Light Ext. 162A
6-LPH L. P. Gothic Heavy 160
6-LPHC L. P. Gothic Heavy Cond. 161
6-LPHE L. P. Gothic Heavy Ext. 162A
6-LPB L. P. Gothic Bold 162
6-R Record Gothic 164
7 Laureate 195
8-B Clearface Bold 196
8-BI Clearface Bold Italic 197
9 Powell 193
10-L Artcraft 190
10-LI Artcraft Italic 191
10-B Artcraft Bold 192
11-L Number 11 Light 148
11-LI Number 11 Light Italic 149
11-B Number 11 Bold 150
11-BI Number 11 Bold Italic 151
14-L Bookman 156
14-LI Bookman Italic 157
15 Ludlow Black 172
15-I Ludlow Black Italic 173
16-1 Fraktur No. 16-1 198
16-2 Fraktur No. 16-2 199
16-3 Fraktur No. 16-3 200
17 Engravers Bold 164
18 Victoria Italic 164
19 Cameo 134
19-I Cameo Italic 135
20 Old English 158
21-OPT Delphian Open Title 133
22-M Ultra-Modern 166
22-MI Ultra-Modern Italic 168
22-B Ultra-Modern Bold 169
23-UB Underwood Bold 165
24-L Garamond 78
24-LI Garamond Italic 81
24-L Garamond Small Caps 86
24-B Garamond Bold 82
24-BI Garamond Bold Italic 85
25 Stygian Black 170
25-I Stygian Black Italic 171
27-L Stellar 61
27-B Stellar Bold 62
28-L Tempo Light 30
28-LI Tempo Light Italic 33
28-M Tempo Medium 34
28-MI Tempo Medium Italic 37
28-MC Tempo Medium Cond. 38
28-B Tempo Bold 41
28-BI Tempo Bold Italic 42
28-BC Tempo Bold Cond. 44, 45
28-H Tempo Heavy 46
28-HI Tempo Heavy Italic 49
28-HC Tempo Hvy. Cond. 45, 51, 245
28-HCI Tempo Hvy. Cond. Ital. 52
28-EH Tempo Black 57
28-HN Tempo Heavy Inline 53
29-1L Hebrew Modern 201
29-2B Hebrew Bold 202
29-3BC Hebrew Bold Cond. 203
30-L Karnak Light 11
30-LM Karnak Intermediate 12
30-LMI Karnak Intermediate Ital. 15
30-M Karnak Medium 16
30-MEC Karnak Obelisk 19
30-H Karnak Black 20
30-HI Karnak Black Italic 23
30-HC Karnak Black Cond. 24, 25
30-HCI Karnak Black Condensed Italic 27B
31-MIC Mayfair Cursive 114
34 Umbra 58
35-EC Lafayette Extra Cond. 175
36-BIC Mandate 113
37-L Eden Light 28
37-B Eden Bold 29
38-HIC Hauser Script 110
39-L Plantin 87
39-LI Plantin Italic 87
39-L Plantin Small Caps 87
40-L Eusebius 68
40-LI Eusebius Italic 71
40-L Eusebius Small Caps 72
40-B Eusebius Bold 74
40-BI Eusebius Bold Italic 77
40-OP Eusebius Open 73
41 Stencil 189
42-MIC Coronet 106
42-BIC Coronet Bold 109
43-M Radiant Medium 2
43-B Radiant Bold 4
43-BC Radiant Bold Cond. 5B
43-BEC Radiant Bold Ex. Cond. 7
43-H Radiant Heavy 8
44-L Commerce Gothic Light 159
44-M Commerce Gothic Med. 159
44-MC Commerce Gothic Medium Condensed 162B
45-L Lining Litho Light 163
45-B Lining Litho Bold 163
46-MEC Greenwich 67
47-H Samson 64



A complete Ludlow equipment, consisting of casting machine and two universal cabinets of matrices

INTRODUCTION

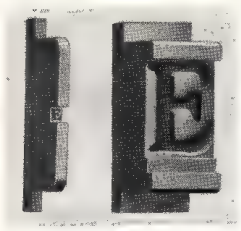
IN THIS VOLUME are presented specimens of the typefaces available in matrix form for the Ludlow system of hand-set, slug-cast composition in type sizes ranging from 4-point to 96-point. Still larger sizes can be cast vertically on the slug.

This system provides for that wide range of composition which, regardless of point size, is logically set by hand. Whatever should properly be set by hand in a well-operated composing room, can be produced more efficiently and more economically with the Ludlow. Within its scope falls the bulk of job and display composition, exclusive of straight matter in quantity in what are usually termed the "body sizes."

With the Ludlow system of composition, individual matrices are set from the matrix case by hand in a special stick, which is then inserted in the casting machine to produce the corresponding line of type in slug form. Whatever their face size, typelines may be cast on the Ludlow without mold, magazine, or other machine changes, since the slug-head which carries and supports the typeface itself is formed wholly in the casting recess of the

matrices themselves. Ordinarily the mold-formed slug-shank is 12 points thick, but when copy calls for more than 6 lines to the inch, set in typefaces smaller than 12-point, a 6-point mold, or even a special 4-point mold, can readily be substituted. Ludlow-cast typeslugs, set in any typesize larger than 12-point when the 12-point mold is used, or set in any typesize larger than 6-point when the 6-point mold is used, are of T-section and differ from each other pointwise with respect only to their matrix-formed head-portions.

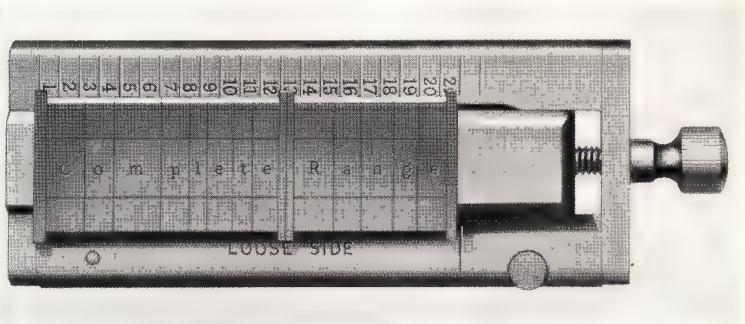
Both in mechanism and operation the Ludlow system is characterized by extreme simplicity. This makes it the ideal method for the hand compositor, who is enabled to keep his mind on setting the copy in hand, without distraction of his attention by machine changes or adjustments.



Ludlow matrices of same letter in 6-pt. and 48-pt.

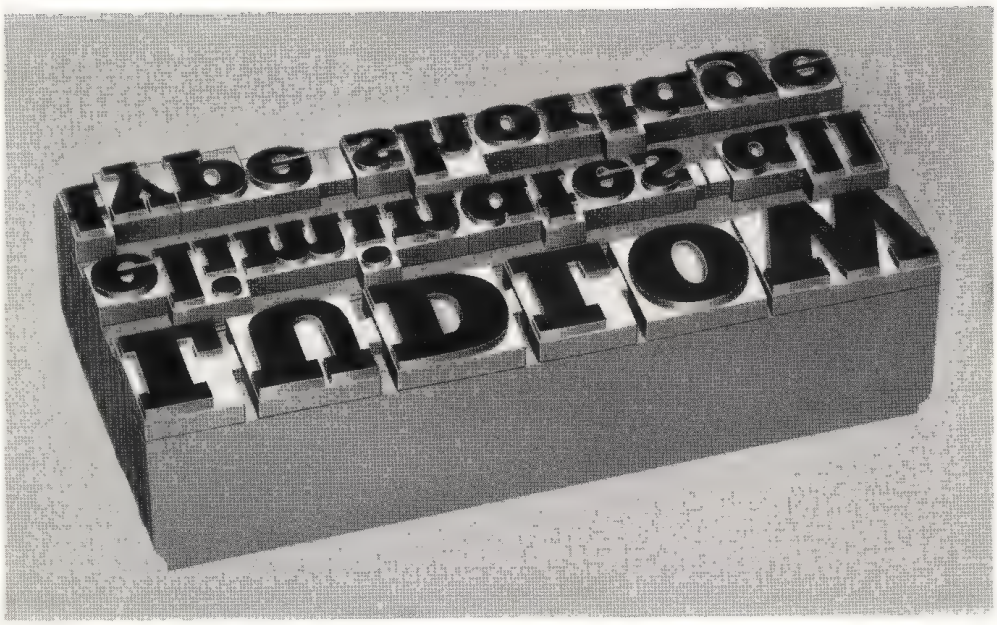
The vital result from the use of the Ludlow is that the conversion of job and display copy into a type form ready for printing is accomplished more directly than by any other known method. Because it wholly eliminates many of the operations ordinarily involved either in preparation for or in execution of composition, and because it simplifies other operations, the completed form is produced in less time and at less cost.

The notable time savings in setting composition the Ludlow way are accounted for in large degree by the "gathering" of a number of matrices to be transferred collectively to the stick, instead of picking up one character at a time; the simplicity of spacing for satisfactory appearance, using one set of universal spaces and quads for a wide range of point sizes; the elimination of the secondary operation of spacing "tight to lift;" the ease of handling individual typelines after composition, and of making them up into the form.



The Ludlow matrix stick showing the matrices assembled and justified, face downward, ready for casting. Note the reading characters.

In producing each line from matrices of exceptionally accurate manufacture, the Ludlow system provides an always-new typeface of uniform height-



A Ludlow form made up and ready for printing

to-paper and requiring minimum press make-ready. The worries and defects inherent in the use over and over again of types in a greater or less state of wear are thus forever eliminated—and without any expense for type supply replenishment.

FROM specimens of italic typefaces in this volume, it will be noted that Ludlow italics have notable spirit and character, in part due to the unique feature of the angular italic matrix, pioneered by the Ludlow, which makes possible italics of full-kerning design but with strength and durability equal to roman.

There are many other Ludlow features and advantages which cannot well be discussed in detail in this book of typefaces. Literature explaining operation and advantages of the Ludlow system in full detail will be sent cheerfully on request to anyone interested in becoming better acquainted with "the fastest-growing system of job and display composition"—which has come into such general use and recognition in the printing world in recent years.

As a method of type composition, the important fact to keep in mind regarding the Ludlow system is its simple directness in producing job and display composition. With the Ludlow, as soon as the compositor has in hand a piece of copy ready to set, he immediately starts to convert that copy direct from molten metal into new sluglines ready to drop into the form, having right under his hands the equivalent of an always-full case of new type, with no prior expense whatsoever except that of heating the crucible and, of course, the investment in equipment and a minimum amount of type metal. All of the compositor's time is productive time and when he has completed a job there is no subsequent distribution to be done and to be paid for, although in effect his cases are always full.

This volume itself affords the best evidence of the quality of design of Ludlow matrix faces and of the strides made in recent years in extending their range for users of the Ludlow system. While the assortment of standard faces has been rounded out and amplified, a vigorous program of original design has also supplied the Ludlow user with a number of distinguished faces not otherwise obtainable.

LUDLOW
TYPEFACES

NEWSPAPERS 78
Install this system

24 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 278 points

LUDLOW QUALITY 49
Faces cast in sluglines

18 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 212 points

LUDLOW IS A PRECISION 38
Built machine and will give a good many years fine service

14 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 165 points

MORE PUBLISHERS EACH YEAR 21
Are installing the Ludlow in their composing rooms for better work

12 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 141 points

GET GREATER PROFIT FROM YOUR 65
Press equipment by adopting the thrifty Ludlow all-slug system of composition

10 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 121 points

A GOOD LEGIBLE TYPEFACE SUCH AS THIS IS 75
Greatly in demand by advertisers who are always trying to make their newspaper ads more readable

8 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 96 points

A SIMPLE AND ATTRACTIVE DESIGN IS COMBINED WITH 40
The basic principles of legibility to produce a typeface that will satisfy the most exacting demands of the modern typographer

6 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 75 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — ·

Characters listed below sold separately

A K M N R W
Round Caps

%

For fractions see fraction specimen pages

IDEAL FACE 2
For display ad

72 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 765 points

EACH LINE IS 4
Clear and sharp

60 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 641 points

PRODUCES BIG 68
Display in slug form

48 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 530 points

LEGIBLE FACES IN 23
Advertising get results

42 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 467 points

MAGAZINE OWNER IS 41
Pleased with linage gains

36 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 403 points

ADVERTISING CAMPAIGN 84
Is most successful one in years

30 Point Ludlow 43-M Radiant Medium
Length of lower-case alphabet: 337 points

DRAKE

1

Sixteen practical ideas for your living room. Arranged by John Thomas Drake, well known in America for his sense of color and for his natural decorative ability.



North by East

The path of commerce is in the air. Every year more and more executives who believe in top-flight results turn to air travel. Their safety and comfort is the keynote to our growth and continued expansion of our service.

Northeast Lines

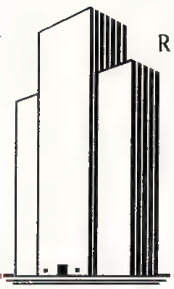
For Spring



Sonia

PERFUME

CONTENTMENT REFINEMENT



CRESTWOOD

Large modern four and five-room apartments conveniently located near the heart of the downtown shopping center. Complete maid service and garage service will be included.

LEWIS AND JOHNSTON, Agents

FINER FURS 90
On sale today at
Excel style shop

24 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 314 points

A STRIKING NEW 53
Display face that has
the attractiveness to
create more interest

18 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 239 points

THERE IS NO LIMIT TO 68
Quantities of display faces
in shops that are equipped
with the Ludlow system for
producing slugline display

14 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 187 points

THE ADVANTAGES GAINED 19
By a printer using the Ludlow
system enable him to produce
more and better work and also
to increase his margin of profit

12 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 163 points

DISPLAY LINES ARE PRODUCED 37
Direct from the copy with a Ludlow
all-slug system. Thus the time spent
in casting large quantities of single
type sorts can be entirely eliminated

10 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 139 points

The 6 and 8 point sizes now in process

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? [ ] ( ) — •

Round caps and per cent mark sold separately

A K M N R W %

For fractions see fraction specimen pages

SUPERIOR 3
Selling force

72 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 834 points

MEETS NEED 7
For real display

60 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 697 points

A SHARP NEW 12
Face for every job

48 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 596 points

PLANT OWNERS 34
Increase their profit

42 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 516 points

MAKEUP IS EASIER 56
With an all-slug system

36 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 450 points

LUDLOW EQUIPMENT IS 78
Invaluable composition tool

30 Point Ludlow 43-B Radiant Bold

Length of lower-case alphabet: 374 points

CROSSROADS?



If crossroads threaten to narrow your objective and to restrict your future intellectual growth, your inspiration will soar after reading "New Horizon."

IN STOCK AT YOUR FAVORITE DEALER



Achievements



CRANSTON BUSINESS COLLEGE



CONCERT

The Music Club is pleased to announce the forthcoming concert of the Scranton Symphony Orchestra in the Opera House

SEPTEMBER 23

AUTUMN & WINTER

CALVERT
Shoes for Men

LATEST STYLES



MILLER
and
TAYLOR

Decorative Painting
Painted Furniture
Paper Lampshades

Harbor Inn
at the water's edge

Lobsters • Sea Food
Chicken and Steak Dinners

Dine in the Marine Room
DELIGHTFULLY COOL



the perfect touch

There's a good reason why discriminating women patronize regularly the queen of all the make-up salons—the REGINA. Keeping your skin in good condition throughout the seasons and always looking like a portrait are assured if you visit the REGINA each week. Telephone Lewis 191 for an appointment.

REGINA make-up salon

PARK AVENUE • NEW YORK

AN ADDITION TO 2
The Radiant family

72 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 560 points

THE SIMPLICITY OF 3
This new slug system

60 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 478 points

IDEAL DESIGN FOR USE 14
In newspaper display ads

48 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 403 points

RECORD CROWD ATTENDS 56
Opening of the opera season

42 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 358 points

MANY LEADING NEWSPAPERS 78
Have installed the Ludlow system

36 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 311 points

LUDLOW SLUGLINES STAND UP UNDER 81
The most severe stereotyping pressure

30 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 260 points

CITY COUNCIL WILL 38
Meet Friday to discuss new traction schedule

24 Point Ludlow 43-BC Radiant Bold Condensed
Length of lower-case alphabet: 221 points

EXHIBIT OF FINE PRINTING 10
Will open Friday evening on the first floor of the library and will continue for a week

18 Point Ludlow 43-BC Radiant Bold Condensed
Length of lower-case alphabet: 172 points

MANY PRINTERS ARE INSTALLING 45
The Ludlow system of composition for setting all of their job work and magazine display advertising heads

14 Point Ludlow 43-BC Radiant Bold Condensed
Length of lower-case alphabet: 136 points

FREEDOM OF SPEECH AND THE PRESS 23
Is an inherent right of a free people. It is equally the duty of the exercisers of such a freedom to adhere religiously to truth on all occasions regardless of prejudices

12 Point Ludlow 43-BC Radiant Bold Condensed
Length of lower-case alphabet: 119 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

Characters listed below sold separately

A K M N R W

Round Caps

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

FASHION
FORECAST

Keep yourself young and beautiful
by having your hair style changed
to the last thing in Paris creations.

salon two - hotel moore

CREATIVE
PLANNING

HANCOCK
UNBERLUND
SCHNEIDER
COMPANY



BONNET

style shop

fifty-fifth avenue and woolworth

OWENS INC.



3400 beacon street
chicago, illinois

OWENS INC.



ADVERTISING COUNSELORS FOR THE PRINTING TRADES
TYPOGRAPHY - LAYOUT - LETTERING - COLOR BLENDING
3400 BEACON STREET · CHICAGO, ILL.

HIGH STANDARD 4

96 Point Ludlow 43-BEC Radiant Bold Extra Condensed (Caps only)

ADVANCES TOWARDS 75
Perfection in typefaces

72 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 438 points

TYPEFACE LEGIBILITY IS 42
Important in all advertising

60 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 379 points

A BRAND NEW LUDLOW FACE 12
With greater appeal to the eye

48 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 319 points

THE SIZES SHOWN HERE ARE NOW 34
Available in matrix form and may be cast in solid sluglines on the Ludlow

42 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 279 points

INVESTIGATE THE 11
Advantages offered

36 Point Ludlow 43-BEC Radiant Bold Extra Condensed
Length of lower-case alphabet: 244 points

NEWNESS OF LUDLOW 90
Typefaces receive praise

30 Point Ludlow 43-BEC Radiant Bold Extra Condensed
Length of lower-case alphabet: 199 points

ALL TYPEFACES IN MATRIX 61
Form and cast in solid slugs

24 Point Ludlow 43-BEC Radiant Bold Extra Condensed
Length of lower-case alphabet: 165 points

NEWSPAPERS AND JOB SHOPS IN 84
All parts of the world use the Ludlow

18 Point Ludlow 43-BEC Radiant Bold Extra Condensed
Length of lower-case alphabet: 127 points

RUSH WORK IS NOW HANDLED WITH EASE 95
By the progressive printers and typesetting houses that have installed the Ludlow system

14 Point Ludlow 43-BEC Radiant Bold Extra Condensed
Length of lower-case alphabet: 103 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — ·

Characters listed below sold separately

A K M N W

Round Caps

%

For fractions see fraction specimen pages

LUDLOW 91
Slug system

30 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 408 points

COMPLETE 72
Range of faces

24 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 334 points

HIGH SPEED IN 35
Job and ad work is typical of a Ludlow

18 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 255 points

WITH THE LUDLOW 86
Installed in your shop an efficient system prevails

14 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 198 points

GREATER PRODUCTION 23
Demands are filled with the rapid Ludlow display system

12 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 172 points

WITH AN AMPLE SUPPLY OF 64
Attractive new typefaces always on hand better work is produced

10 Point Ludlow 43-H Radiant Heavy
Length of lower-case alphabet: 150 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — •

Characters listed below sold separately

A K M N R W

Round Caps

%

For fractions see fraction specimen pages

QUALITY 8
Big display

72 Point Ludlow 43-H Radiant Heavy — Length of lower-case alphabet: 953 points

A MODERN 4
New typeface

60 Point Ludlow 43-H Radiant Heavy — Length of lower-case alphabet: 795 points

PROMINENT 51
Ad price figures

48 Point Ludlow 43-H Radiant Heavy — Length of lower-case alphabet: 663 points

MORE POWER 68
In sale advertising

42 Point Ludlow 43-H Radiant Heavy — Length of lower-case alphabet: 577 points

LINAGE LEADERS 23
Say build-up is due to use of attractive faces

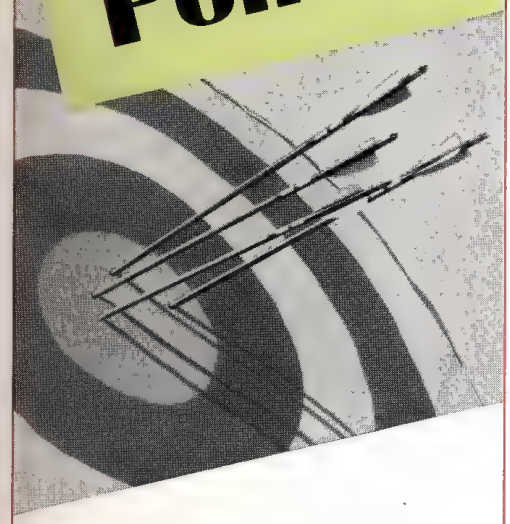
36 Point Ludlow 43-H Radiant Heavy — Length of lower-case alphabet: 487 points

photography

Merchandise correctly illustrated in color or black and white by our staff of experienced technicians

Owen Studios

To the Point!



Connors

Sports Equipment

Annual Report



GUARDIAN STEEL & WIRE COMPANY

PROGRESS



NEW
Spring Flower
SHADES

Fresh, delicate,
luxurious textures

Marcel's
FACE POWDER

From New York

CHICAGO

The modern way to travel. . .by air! Saving of time and the conservation of energy more than make up for the slight additional cost of luxurious air travel. The thrill of making "impossible" business schedules with firms you deal with is the modern stimulant for better relations in business.

Non-Stops Daily
at
12 Noon · 4 p.m.

•

To DETROIT
in 3 Hrs. 42 min.

Free Luncheon

Call AIRWAYS BUREAU
Central 4955

PITTMAN & SONS

Diamonds of extra fine color and brilliancy. New York's largest selection of precious and semi-precious stone jewelry of smart new design. Silverware, china and glassware of modern or period design. Pittman quality is known all over the country. Come in today.

FIFTH AVENUE + NEW YORK

MODISH 8
New gown

72 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 983 points

ECONOMY 2
Of this system

60 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 808 points

NEWSPAPER 36
Ads modernized

48 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 659 points

IDEAL DESIGN 23
For news headings

42 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 572 points

LUDLOW SYSTEM 41
For better typography

36 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 494 points

COSTS ARE CUT WITH 71
Ease by the all-slug system

30 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 403 points

ADVERTISE 89
Linage leaders

24 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 329 points

FINER QUALITY 84
Printing from Ludlow

18 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 243 points

THIS SYSTEM A BOON 21
To many leading printers

14 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 190 points

HUNDREDS OF FACES ARE 16
Now available in matrix form

12 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 162 points

ELROD STRIP MATERIAL CAST 42
In sizes ranging from 1 to 36 points

10 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 137 points

LUDLOW SPACES ARE UNIVERSAL WITH 20
Never any shortage because the same spaces are used for all sizes from six to forty-eight point

8 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 106 points

PRINTERS ALL OVER THE WORLD HAVE FOUND 53
The Ludlow a most valuable tool in their composing rooms due to its efficiency and speed in producing quality display

6 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 85 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z
. : , ; - ‘ ’ ! ? — ( ) [ ] +

Characters listed below sold separately

Α Ε Κ Μ Ν Ω

The Round Capitals are made for all sizes but are not included in the regular fonts

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

FINE BOOK 21
Set on Ludlow

24 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 350 points

LARGE CROWD 45
Sees football game

18 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 258 points

CHICAGO TO START 46
Digging on new subway

14 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 198 points

THERE IS NO LOST TIME 98
For users of the Ludlow system

12 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 168 points

NEW LINES FOR EVERY JOB 456
Save time and money in pressroom and help to turn out better printing

10 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 143 points

THE INSTALLATION OF AN ELROD IN 25
The composing room eliminates distribution thus making for more production in the shop

8 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 112 points

NEWSPAPERS AND JOB PRINTERS BENEFIT BY THE 56
Addition of new equipment and well designed typefaces for setting their newspaper heads and advertising display

6 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 88 points

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ‘ ’ ! ? [ ] ( ) — +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

SHOP IS 9
Never idle

72 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 1040 points

PRESERVE 4
Early cabins

60 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 855 points

ACCURACY 31
In Ludlow mats

48 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 698 points

PRINTERS TO 45
Meet in New York

42 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 607 points

EXHIBIT OF FINE 61
Prints in new library

36 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 481 points

NEWSPAPER DISPLAY 17
Ads are set by this system

30 Point Ludlow 30-LM Karnak Intermediate
Length of lower-case alphabet: 425 points

MEIGHA & SON

For over forty-five years we have been catering to those who desire the very best in mosaic artistry. Our staff of highly trained artists have decorated many churches and chapels in this country and in Europe, which have been commented upon by numerous church officials.

✦

MOSAIC ARTISTS

The MODEL Book

Sales Promotion

Fall



EXHIBITION OF

BOOK ENDS

Featuring an interesting collection from all parts of the world . . . Don't miss it! Newell Library—July 26

BOAT SHOW
Admit One

Commencing Friday, June 12—Syke's Pier.
Doors open at 9 A. M. and close at 10 P. M.

ON THE ROOF



DAN RENI

and his band

Every evening except Monday 9 p. m. to 2 a. m.

The Rooney Hotel

Modern Cooking Methods

CONDUCTING FOOD RESEARCH

INSTITUTE OF COOKING

DRAMA



Mirth *Mystery, Murder*

A thrilling three-act play presented by the Norman actors at the New theatre Wednesday evening at 8.

Forest Hills Horse Show



The tenth annual horse show will be held September ninth and tenth

FOREST HILLS FARMS

Madison, Connecticut

HUNDREDS 12
Protest traction system revision

48 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 703 points

TUITION FEES 43
Reduced at Keller school of printing

42 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 610 points

HIGH COURT TO 56
Rule on famous libel case at next meeting

36 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 517 points

SPORTS COMMITTEE 78
Maps campaign for fund to support softball teams

30 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 428 points

AIR-MINDED YOUNG MEN 90
May enroll today for a special aviation course by noted flyer

24 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 347 points

STRIKING NEW 62
Creations in gowns are being shown at Oakton style center

18 Point Ludlow 30-LMI Karnak Intermediate Italic
Length of lower-case alphabet: 260 points

COMPOSITION FOR 74
Display produced with a large saving to printers when set the Ludlow way

14 Point Ludlow 30-LMI Karnak Intermediate Italic
Length of lower-case alphabet: 207 points

THE LUDLOW AFFORDS 53
Printers many advantages in efficient plant operation and an improved printing quality

12 Point Ludlow 30-LMI Karnak Intermediate Italic
Length of lower-case alphabet: 174 points

COMPETENT COMPOSITORS 26
Will find no difficulty in learning to operate the Ludlow because it is not complicated but easy to use

10 Point Ludlow 30-LMI Karnak Intermediate Italic
Length of lower-case alphabet: 147 points

COMMERCIAL PRINTERS HAVE FOUND 11
The Ludlow to be a big help in holding forms standing and ready for the press when needed for that customer who is invariably in a hurry

8 Point Ludlow 30-LMI Karnak Intermediate Italic
Length of lower-case alphabet: 111 points

The 8 to 14 point sizes are roman body matrices

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — +
%

The per cent mark is sold separately

INCREASE 23
Monthly sales

24 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 351 points

BOLD LETTERS 41
Are cast in slugline

18 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 265 points

MODERN PRINTERS 45
Endorse this new system

14 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 206 points

THE LUDLOW PROVIDES 61
An unlimited typeface supply

12 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 172 points

NEWSPAPER PUBLISHER SAYS 17
The Ludlow system has increased production of his composing room

10 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 144 points

TYPE SHORTAGE IS NOW ELIMINATED 89
With the installation of the efficient Ludlow slug system of job and display composition

8 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 111 points

MANY TYPOGRAPHERS FIND THIS FLAT SERIF 90
Typeface good for use in the commercial printing field and in newspaper headlines and display advertising

6 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 92 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. : , ; - ‘ ’ ! ? — ( ) [ ] +

Round Capitals sold separately

Α Ε Κ Μ Ν Ω

The per cent mark is sold separately

%

For fractions see fraction specimen pages

RECAST 7
Solid lines

72 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 1060 points

A LIST OF 6
Advantages

60 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 881 points

PUBLISHER 45
Buys a Ludlow

48 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 710 points

PRINTERS TO 67
Hold big meeting

42 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 618 points

SIXTH ANNUAL 89
Exhibit of rare prints

36 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 519 points

THE FLEXIBILITY OF 10
This fine all-slug system

30 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 431 points

101

facts for the home owner

china and glass



Uncommon Pieces Imported from England + Italy + France and America + Second Floor

CHICAGO KENNEL CLUB



DOG SHOW

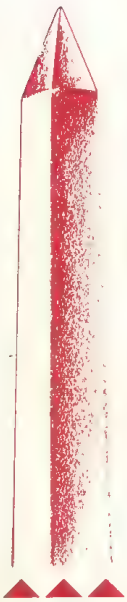


Styled in Hollywood by HARVEY

HARVEY HATS from $5 to $20

Feel their built-in comfort—admire the rich chamois finish—tailored duo-stitch brims and sleek outdoor styles. Made in a large array of colors, including blue, green, grey, and brown.

Stores in Chicago · Boston · New York



LUDLOW Karnak Obelisk

Karnak Obelisk is a tall, slender member of the popular Ludlow Karnak family of flat serifs, reflecting the present trend in typographic design. Karnak Obelisk will prove useful to the composing room by getting in a high letter count within a narrow measure.



F-M Radio

• Get the latest news flashes! Hear the finest of musical programs! Keep in step with the world with this great new F-M superheterodyne 5-tube radio.

The Music Shop

32 N. Third Street + Ludington

GIFTS

for every purse . . .

• Here you will find the largest selection of gifts and clever novelties ever assembled. Produced by some of America's best-known manufacturers of quality merchandise.

BENNETT

GIFTS OF QUALITY

KARNAK OBELISK 2
Is a distinctive design

72 Point Ludlow 30-MEC Karnak Obelisk — Length of lower-case alphabet: 492 points

TYPE SHORTAGE NOW 3
Eliminated with a Ludlow

60 Point Ludlow 30-MEC Karnak Obelisk — Length of lower-case alphabet: 408 points

LUDLOW EQUIPMENT IS OF 41
Great importance to the printer

48 Point Ludlow 30-MEC Karnak Obelisk — Length of lower-case alphabet: 331 points

A LUDLOW MACHINE PROVIDES 39
The printer with the equivalent of an unlimited supply of brand new type

42 Point Ludlow 30-MEC Karnak Obelisk — Length of lower-case alphabet: 287 points

PUBLISHERS FIND KARNAK OBELISK 56
Excellent for contrast in news headlines and display in their newspaper advertising

36 Point Ludlow 30-MEC Karnak Obelisk — Length of lower-case alphabet: 249 points

MANY MAGAZINES 78
Are now using Ludlows for setting display lines

30 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 204 points

THE PRINTERS WHO ARE 11
Using the Ludlow need not worry about broken letters

24 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 170 points

OUTMODED DESIGNS AND OLD 78
Equipment will not prove sufficient to satisfy the insistent demands of the successful modern typographer

18 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 128 points

THE PARTICULAR NEEDS OF ANY MODERN 91
Job shop or trade plant composing room are adequately met by the installation of this new system for setting job and display composition

14 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 102 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — +

Round Capitals sold separately

A E M N W

The per cent mark is sold separately

%

For fractions see fraction specimen pages

FESTIVAL 90
To be held in Atlanta today

24 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 374 points

PRODUCTION 23
Increased by the Ludlow system of all-slug make-up

18 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 298 points

IDEAL DESIGN FOR 23
Newspaper heads and in advertising display where it will stand out

14 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 228 points

THE TREND OF THE ART 11
Of today demands the use of a design that is modern in tone and is easy to read

12 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 191 points

PRINTERS FIND KARNAK 10
Black good for contrast and display in large circulars and in general commercial work

10 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 172 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4 5
6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

MURAL 5
Showings

72 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 1127 points

PRESENT 4
Club leader

60 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 915 points

TYPEFACE 32
Good headline

48 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 751 points

AUTO SHOW 45
Draws big crowd

42 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 656 points

FLEXIBILITY OF 61
The Ludlow system

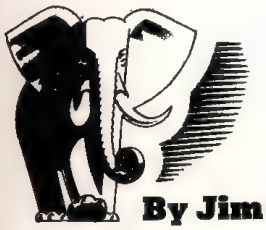
36 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 551 points

KARNAK BLACK IS 78
Ideal for display heads

30 Point Ludlow 30-H Karnak Black
Length of lower-case alphabet: 435 points

A BEST SELLER

Jungle Trails



By Jim Drew

The true story of a big game hunter who was lost for nine months in the jungle of South Africa. Jim Drew has hunted in Africa for many years, and is the author of two other books, Hunting in Africa and Wild Animals of Africa.

DRAKE, inc.
publisher
2546 Elm Street • New York

DOING OUR PART

The Association of Railroad Companies is proud to state that, even in face of the demands that the defense industries are making on them, their passenger schedules are being successfully maintained.



Safety

. . There is nothing like a savings account for giving one a sense of security. All savings at the Central Bank are insured under provision of the Federal Banking Act.

CENTRAL BANK
590 Carmen Street, Gary

Proof
am
PRINTING CO.

A HIT!



The biggest hit in years is what the critics are now saying about the new Forman line of Sport Clothes.

FORMAN COMPANY
304 Easton Avenue, Cleveland, Ohio



ARABIAN HORSES

A Revised listing for the Year ending 1942



SEND FULL PARTICULARS ABOUT

THE POWER OF DIRECT MAIL

Name _____

Firm _____

Address _____

TRUCK 3
Is leased

72 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 1174 points

PHOTOS 4
On display

60 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 976 points

POPULAR 82
Discount sale

48 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 799 points

SPECIMENS 45
Of a rare metal found in Japan

42 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 686 points

HUNTING FOR 61
Sorts unknown in the Ludlow plants

36 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 588 points

HEAVY 89
Design for new effect

30 Point Ludlow 30-HI Karnak Black Italic
Length of lower-case alphabet: 478 points

CHICAGO 90
Will start on new subway

24 Point Ludlow 30-HI Karnak Black Italic
Length of lower-case alphabet: 394 points

PROMINENT 67
Advertisers are using the latest Ludlow designs

18 Point Ludlow 30-HI Karnak Black Italic
Length of lower-case alphabet: 304 points

BOLD TYPEFACES 23
Are best for contrast in newspaper heads and for display lines

14 Point Ludlow 30-HI Karnak Black Italic
Length of lower-case alphabet: 239 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ' ! ? ( ) [ ] — +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

JOB TIME IS 67
Cut with ease by this new system

30 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 317 points

PRINTERS LIKE 45
The modern designs cast on the Ludlow

24 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 251 points

MODERN EQUIPMENT 78
Is essential if the printer wants to make a profit and produce high class work

18 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 194 points

THE LUDLOW LOWERS COSTS 49
The distribution of the matrices should be done immediately after the line is cast eliminating all the hazards of ever looking for sorts

14 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 150 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. : , ; - ‘ ’ ! ? ( ) [ ] — +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

CONDENSED 2
Design for ads

72 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 762 points

FAST METHOD 3
Of setting display

60 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 627 points

DESIGNED TO GET 51
Attractiveness in ads

48 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 510 points

PUBLISHERS PRAISE 82
Efficient all-slug system

42 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 442 points

HUNDREDS OF PRINTING 17
Plant owners have found the Ludlow a most valuable tool

36 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 383 points

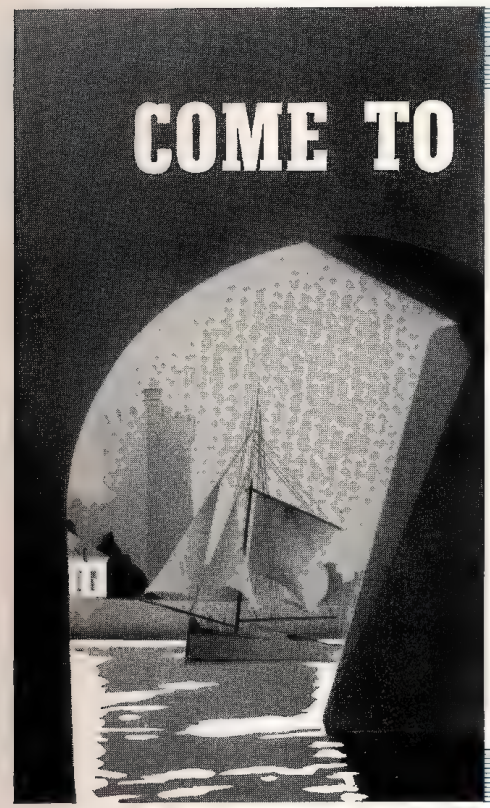
DEALER 8 Sets record

144 Point Ludlow 30-HC Karnak Black Condensed

INSTALLS 5 New designs

120 Point Ludlow 30-HC Karnak Black Condensed

These are engraved matrices. Each character is a separate unit, cast the long way of the slug.



BERMUDA

For an
Inexpensive
Vacation

TOURIST INFORMATION BUREAU

Vote For

PAUL A.

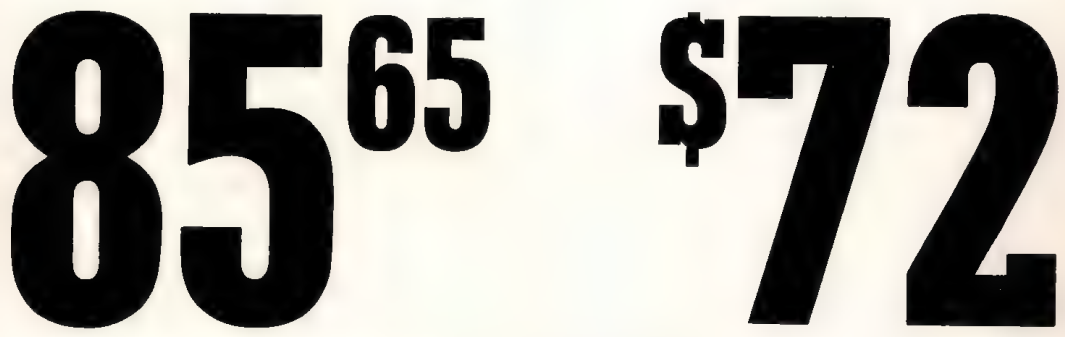
STRONG

for

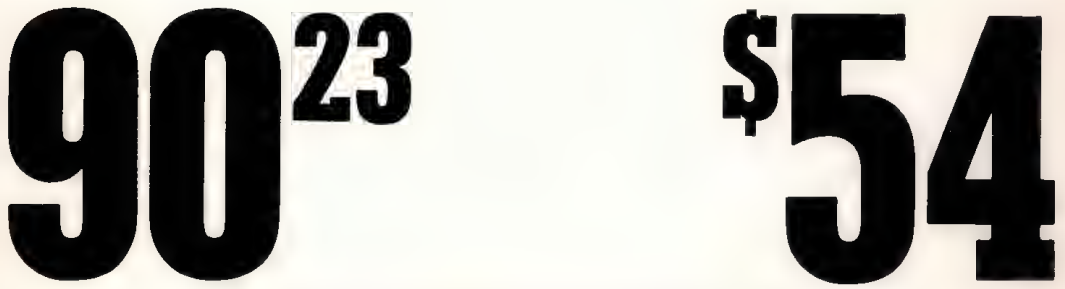
MAYOR

So Easy!

makes
cars
like
new



144 Point **(Title)** Ludlow 30-HC Karnak Black Condensed Advertising Figures
with 72 Point (regular) Ludlow Karnak Black Condensed Superior Figures and Dollar Sign



120 Point **(Title)** Ludlow 30-HC Karnak Black Condensed Advertising Figures
with 60 Point (regular) Ludlow Karnak Black Condensed Superior Figures and Dollar Sign



96 Point **(Title)** Ludlow 30-HC Karnak Black Condensed Advertising Figures with 48 Point (regular) Ludlow Karnak Black Condensed Superior Figures



84 Point **(Title)** Ludlow 30-HC Karnak Black Condensed Advertising Figures with 42 Point (regular) Ludlow Karnak Black Condensed Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

Harvey's Annual
FALL EXHIBIT
5 North Huron Street

The
TOY
Shop

Christmas
Catalog

National
A. A. U.
Championship

JUNE
3, 4, 5, 6

The STADIUM

FIRST LOAN BANK

The Annual
Statement
and Report

CAPITAL AND SURPLUS $850,000

POWER TO 8
Catch the eye

72 Point Ludlow 30-HCI Karnak Black Condensed Italic — Length of lower-case alphabet: 810 points

A PUBLISHER 6
Buys large shop

60 Point Ludlow 30-HCI Karnak Black Condensed Italic — Length of lower-case alphabet: 668 points

AN ADDITION TO 21
Fine modern family

48 Point Ludlow 30-HCI Karnak Black Condensed Italic — Length of lower-case alphabet: 536 points

CONDENSED ITALIC 49
With plenty of strength for advertising display

42 Point Ludlow 30-HCI Karnak Black Condensed Italic — Length of lower-case alphabet: 468 points

NO SHORTAGE OF THE 38
More popular typefaces in the Ludlow-equipped plant

36 Point Ludlow 30-HCI Karnak Black Condensed Italic — Length of lower-case alphabet: 400 points

MODERN IN 56
Design and will attract your eye

30 Point Ludlow 30-HCI Karnak Black Condensed Italic
Length of lower-case alphabet: 327 points

MODERN SHOP 39
Will produce more work at lower cost

24 Point Ludlow 30-HCI Karnak Black Condensed Italic
Length of lower-case alphabet: 268 points

AN EXHIBIT OF FINE 23
Printing will open today at the Hammond Library

18 Point Ludlow 30-HCI Karnak Black Condensed Italic
Length of lower-case alphabet: 208 points

MANY LEADING PRINTERS 45
Have installed the Ludlow slug system to set commercial work and advertising display heads

14 Point Ludlow 30-HCI Karnak Black Condensed Italic
Length of lower-case alphabet: 162 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
& $ 1 2 3 4 5 6 7
8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z
. : , ; - ‘’ ! ? ( ) [ ] + —

Characters listed below sold separately

%

The per cent mark is made for all sizes

Fractions available from 18 to 48 pt. inclusive

CYCLIST HURT 53
In six-day race trials

24 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 234 points

CHICAGO IS HOST TO 21
News reporters' convention

18 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 177 points

AROUND THE WORLD TOUR 93
By plane completed in record time

14 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 140 points

LUDLOW INSTALLATION IN THE 31
Oldest newspaper in the United States highly praised by owner for efficiency

12 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 127 points

HIGHLIGHTS OF IMPORTANT SPEECH 54
On world affairs will be reviewed in broadcast by country's most popular news commentator

10 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 104 points

PARTY OF MOUNTAIN CLIMBERS STRANDED ON 86
Ledge for four days and three nights without food or drink before government rescuers are brought word of their plight

8 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 80 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z
. : , ; - ‘ ’ ! ? — [ ] ( ) ·

The per cent mark is sold separately

%

EACH LINE 4
Clear and sharp

72 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 690 points

REPORT SHIP 9
Stranded on rocks

60 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 640 points

CHOIR FOR MEN 38
Organized by musician

48 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 462 points

WRECK BUILDINGS 68
Held unsafe for occupants

42 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 394 points

ROSTER OF MEMBERS 43
Now completed for publication

36 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 341 points

HUGE IRON ORE SHIPMENT 79
Ready for delivery to foreign market

30 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 280 points

JUSTICE IS 9
A better policy

72 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 763 points

COURT FINES 6
On fraud charges

60 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 625 points

BONDS HIGH IN 52
Heavy day of buying

48 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 503 points

TRACE FELONS TO 18
Deserted farm dwelling

42 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 450 points

ENTHUSIASM GROWS 61
In county civic organization

36 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 385 points

CENTENNIAL EXPOSITIONS 62
Being held in three communities

30 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 319 points

RESTRICTION 90
Seen advantageous to all land owners

24 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 265 points

NEW SUBDIVISION 32
Site near wooded section one mile from city limits

18 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 203 points

BUILDING CONTRACTORS 42
Report sharp increase in home construction since first of year

14 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 156 points

MANY NEW PROJECTS BEING 78
Considered by governmental officials will aid civic beautification program and make employment for thousands

12 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 133 points

COMPOSITORS KNOW THE LUDLOW 68
system of all-slug composition enables them to set and make-up ads and display faster than the estimated time allowed to set them

10 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 112 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
. : , ; - ‘ ’ ! ? – [ ] ( ) ·

The per cent mark is sold separately

%

TREASURER OF 15
Athletic club here

24 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 264 points

FIRE DESTROYS THE 79
Brockton business district

18 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 193 points

CITY COUNCIL VOTES TO 49
Retain present fire commissioner

14 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 146 points

GARDEN CLUB MEMBERS VIE FOR 13
Honors in city's greatest flower contest

12 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 125 points

THE SPORTS COMMITTEE OF THE REGAL 41
Society meets today to discuss future events to be held at the Regal Municipal Athletic Park

10 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 104 points

BONES OF HUGE PRE-HISTORIC ANIMAL WHICH 16
Were recently found are being assembled for museum placement by the nation's outstanding anthropologists

8 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 90 points

SPECIALLY BUILT CAR SPEEDS OVER COURSE AT NEARLY SIX 72
Miles per minute in preparation for establishing land speed record for this country that will be difficult to exceed for some time to come

6 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 72 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ' ' ! ? [ ] ( ) — +

Characters listed below sold separately

M W a j t &

Variants from 6 to 72 point inclusive

e g 1 2

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

MACHINES 4
Help business

72 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 757 points

CONSTRUCT 8
Wider highways

60 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 637 points

COMPOSITION 19
Material being used

48 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 521 points

SUBURBAN CLUBS 96
Plan park development

42 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 448 points

ERECT MEMORIAL TO 48
Pioneers of the community

36 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 391 points

ORE DEPOSITS ARE FOUND 10
By excavation crew near Redcliff

30 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 323 points



1400 BUILDING

Now Ready
for Occupancy

★ Large modern apartments conveniently located near the heart of the downtown shopping district. Maid service and complete garage service in connection for a modest additional monthly cost.

Telephone CENtral 234

MILLER

in the
Wellington Arcade
Detroit

★ ★ ★

SMART SHOES
FOR SPECIAL
OCCASIONS

★ ★ ★

Monroe at Jackson Street

JACK EVAR, Inc.

Specialize in High Class
Color Printing and offer
you the benefit of their
fifty years of experience

GRAPHIC ARTS
BUILDING
4690 23rd Ave.

MODERN
FURNITURE
& DESIGN BY
BOWMAN

☆

Tempo Light Italic

This typeface imparts to advertising and commercial printing the added touch of style which is the hall-mark of truly superior typography.

LUDLOW

SEAFOOD
at its best

Red Snapper
Crab Imperial
Maine Lobsters
Gulf Pompano
Fresh-Water Shrimps
Baltimore Oysters
Soft-Shell Crabs
Bay Scallops

The Hotel Leland

Liqueurs
Rare
for those
who care



CIRO'S

McKENNA, GETCHELL & COMPANY

FABRIC
FACTS
and
FANCIES

Printed Silks, Plain Silk Crepes,
Tweeds from England and Scotland,
Virgin Wool Dress Crepe, Gabardines

546 NORTH MICHIGAN AVENUE

DESIGNER 6
Reveals plans

72 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 791 points

SHOREVIEW 2
Society calendar

60 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 655 points

GLEE CLUB ON 45
New radio program

48 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 532 points

BOY SCOUTS OFF 61
On yearly camping trip

42 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 453 points

COURTESY WEEK IS 98
Proclaimed by city officers

36 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 393 points

SOCIETY TURNS OUT FOR 81
Dance held for benefit of charity

30 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 321 points

NEW ORGAN 93
Installed in church

24 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 266 points

BUSINESS LEADERS 56
Hold luncheon to discuss city street lighting system

18 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 197 points

CONVENTION HALL WILL 10
Be the scene of many important meetings during the coming year

14 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 151 points

SHORE ACRES COUNTRY CLUB 23
Adds two new golf courses which will tend to further increase its membership

12 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 129 points

MOVIES OF EXPEDITION INTO THE 64
Darkest parts of Africa will be shown soon in conjunction with speech by noted explorer

10 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 110 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ' ! ? — ( ) [ ] +

Characters listed below sold separately

A B C D E F G H
I J K L M N O
P Q R S T U V W
X Y Z

Cursive Capitals made from 14 to 72 point inclusive

e j

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

All sizes shown on this page are roman body matrices

LANDMARK IS 40
Popular tourist stop

24 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 264 points

ALL-EXPENSE TOURS 83
Attract many vacationers

18 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 198 points

DEDICATE MONUMENT TO 49
Old settlers of Creighton County

14 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 152 points

OPEN CONSTRUCTION BIDS FOR 16
Bridle path in the forest preserve district

12 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 124 points

SPORT OF KINGS OPENS ITS SEASON 73
Amid the cheers of thousands of spectators

10 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 112 points

SUMMERDALE GOLF CLUB ANNOUNCES THE 36
Dates for its eleventh annual professional golf meet

8 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 96 points

SEVENTY STREAMLINED LOCOMOTIVES ORDERED TODAY 48
By Eastern railroad for service between Miami and Pittsburgh

6 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 76 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? – ( ) [ ] +

Characters listed below sold separately

M M N W a j t &

Variants from 6 to 72 point inclusive

AKRWYAGMNVW
egbdefghkltvw12

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

BEAUTIFUL 7
Lake regions

72 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 838 points

FOREST LANE 4
Summer resorts

60 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 682 points

UPTON RAPIDS 95
Is auto tourist haven

48 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 533 points

TOURNAMENT TO 38
Attract polo enthusiasts

42 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 461 points

BREAK GROUND FOR 56
New fraternity gymnasium

36 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 391 points

SPORTSMEN PRAISE WORK 49
Of your conservation commission

30 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 321 points



An advance showing

of a series of modern

designs by the noted

Norman M. Johnstone

43 East Ohio Avenue

NJ

ON NOVEMBER THE TWENTY-SEVENTH

WE WILL RE-OPEN OUR SALON AT

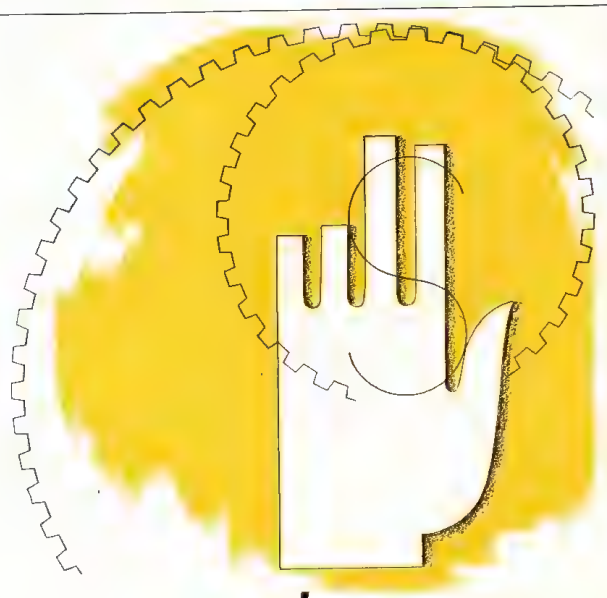
SEVEN EAST OAK STREET

RENÉE N *NAVAAR*

The
POWER-FULL
Station

WYZ

50,000 WATTS



keep
trade
moving

ADVERTISE

Use Printed Salesmen

BUTTER
gives
concentrated
energy

★

Use it generously—
it's an investment
in HEALTH!



Neighborhood Actors

present the premier performance of

LOST HORIZON

Beecher Playhouse Saturday, June 7

INTERMISSION 72
Motion overruled in famous kidnap trial

48 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 528 points

POLICE CORPS IN 18
Review by a prominent officer of army division

42 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 451 points

REPRODUCTIONS OF 14
Old masterpieces included in magnificent art displays

36 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 392 points

THE ART OF TYPOGRAPHY 71
Is title of talk to be delivered by well-known authority on printing

30 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 321 points

PRELIMINARIES BEING HELD FOR 10
Semi-annual amateur boxing competition in the newly constructed west side arena

24 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 278 points

POLITICAL GROUPS 56
Select stump speakers for spring election campaign

18 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 195 points

RESTORE OLD RESIDENCE 59
of pioneer in commemoration of his work as a community leader

14 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 152 points

FUNDS PROVIDED FOR STREET 72
Resurfacing program now in treasury and work will start in the near future

12 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 132 points

PRINTED PIECES FROM ALL OVER THE 98
World are part of a general display now on view in the foyer of the city public library

10 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 113 points

THE BUYING OF AN UP-TO-DATE TYPESETTING 90
Equipment in any composing room will tend to increase production and also boost efficiency to a high degree

8 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 87 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z
. : , ; - ' ' ! ? – ( ) [ ] ÷

Characters listed below sold separately

A B C D E F G H
I J K L M N O
P Q R S T U V W
X Y Z

Cursive Capitals are made from 14 to 48 point inclusive

e j

Variants from 18 to 48 point inclusive

%

The per cent mark is made for all sizes

All sizes shown on this page are 7/8 inch roman body matrices

9 KILLED IN BIG
Miami Explosion

42 Point Ludlow 28-MC Tempo Medium Condensed
Length of lower-case alphabet: 297 points

17 ENTER ANNUAL
Local Skating Meet

36 Point Ludlow 28-MC Tempo Medium Condensed
Length of lower-case alphabet: 258 points

150 PLANES PARTAKE
In Cross Country Race
For Large Cash Prizes

30 Point Ludlow 28-MC Tempo Medium Condensed
Length of lower-case alphabet: 216 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
.:,;-‘’!?[]()—+

The per cent mark is sold separately

%

For fractions see fraction specimen pages

11 DROWN IN
Lake Collision

96 Point Ludlow 28-MC Tempo Medium Condensed (1½ inch matrices) Length of lower-case alphabet: 701 points

14 FINE TRAINS TO
Be Put Into Service

72 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 497 points

15 MILES OF CONCRETE
Roadway Is Completed

60 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 421 points

A 20 PER CENT INCREASE IN
Advertising Linage Reported

48 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 342 points

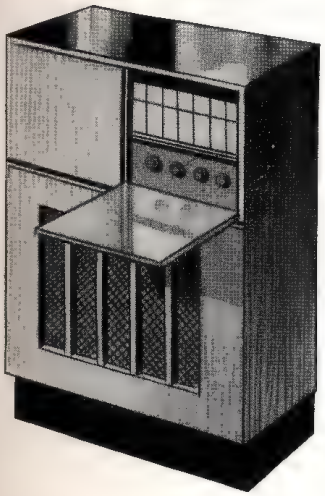
FM

FREQUENCY
MODULATION

See and hear

ACE

FM RADIO



Lewis Radio Co.
310 Oak Street, Cleveland

Shoes of genuine

ALLIGATOR



Cunningham & Johnstone
2490 Madison Avenue + + Columbus, Ohio

Auction



Of Antique Furniture
June 15th to July 7th

DEAN ART SHOP

THE REAL FACTS about oil heating

Gift Suggestions

Gloves • Hosiery
Electric Heaters
Neckties • Shirts
Fountain Pens
Watches • Rings
Pocketbooks
Books • Purses
Pencil Sets
Cameras • Films
Perfumes

FOR ANY TASTE AND PURSE

LIME · LEMON · CHERRY · ORANGE
RASPBERRY · MINT · SARSAPARILLA
STRAWBERRY · GRAPE · CHOCOLATE
GREEN RIVER

Soda . . . and how to serve it

RETAIL PRICE LIST

These prices subject to change without notice. Effective on August 1st

Fall

NU·SILK

PRESENT 9
Useful hints

72 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 911 points

SOUTHERN 7
District meets

60 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 761 points

BASKETBALL 56
Officials convene

48 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 614 points

EXHIBITS GEMS 48
In new jewelry mart

42 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 532 points

BUSINESS UPTURN 15
Is shown by daily check

36 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 460 points

PRESIDES AT ANNUAL 28
Gathering of press reporters

30 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 377 points

STEAMSHIP 32
Sets new record

24 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 318 points

NINE ENTRIES IN 58
City golf tournament

18 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 232 points

STRIKING NEW DESIGN 10
Wins in architecture contest

14 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 175 points

EXPLORER SPENDS TWELVE 34
Months in search for rare animals

12 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 148 points

SONG FESTIVAL COMMITTEE TO 59
Engage several world-famous vocalists

10 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 131 points

THE DIRECTOR OF THE RARE BOOK ROOM 14
Announces the addition of two precious volumes

8 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 101 points

DEPARTMENT STORE ANNOUNCES GALA OPENING OF 86
Its newly constructed section which comprises nine floors

6 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 85 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ' ! ? — ( ) [ ] +

Characters listed below sold separately

A M M N V W a v w &

Variants from 6 to 72 point inclusive

A K R W Y e g j t

Variants from 14 to 72 point inclusive

1 2 3 5 R

Variants from 12 to 72 point inclusive

%

The per cent mark is made for all sizes

$\frac{1}{4}\ \frac{1}{3}\ \frac{1}{2}\ \frac{2}{3}\ \frac{3}{4}$ En-set fractions 18, 24, 36, 48 and 72 point

For diagonal fractions see fraction pages

EDITORS USE 11
This typeface for their news heads

24 Point Ludlow 28-BI Tempo Bold Italic
Length of lower-case alphabet: 290 points

COMPOSITION IS 68
Speedily set when the Ludlow all-slug system of composition is used

18 Point Ludlow 28-BI Tempo Bold Italic
Length of lower-case alphabet: 213 points

MANY PRINTERS IN ALL 81
Parts of the world are using this new system for setting all of their display and job work

14 Point Ludlow 28-BI Tempo Bold Italic
Length of lower-case alphabet: 165 points

EXHIBIT OF FINE PRINTING 90
Will be opened to the public next week on the ground floor of the new Washington public library and will remain open for fourteen days

12 Point Ludlow 28-BI Tempo Bold Italic
Length of lower-case alphabet: 140 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4 5
6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z
. : , ; - ' ' ! ? [ ] ( ) — ÷

The per cent mark is sold separately

%

For fractions see fraction specimen pages

AN ADDITION 12
To the popular list of Ludlow designs

48 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 583 points

ADS WILL GAIN 34
Attention when set in this popular new face

42 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 503 points

MODERN PRINTERS 41
Endorse the new Ludlow designs for use in setting heads and display lines

36 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 430 points

SHORTAGE OF SORTS IS 71
Unknown in the shop that is Ludlow equipped because the matrices are at once returned to the case after cast is made

30 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 353 points

MEXICO
in one day

In complete safety and comfort. Traveling by airplane is the modern and most economical way to travel.

THE ASSOCIATED AIRLINES

Designs for . . .
AMERICA

We take pleasure in announcing the showing of our Spring and Summer creations, proclaimed by foremost stylists to be sensationally styled.

ANDRE'S + CHICAGO + NEW YORK

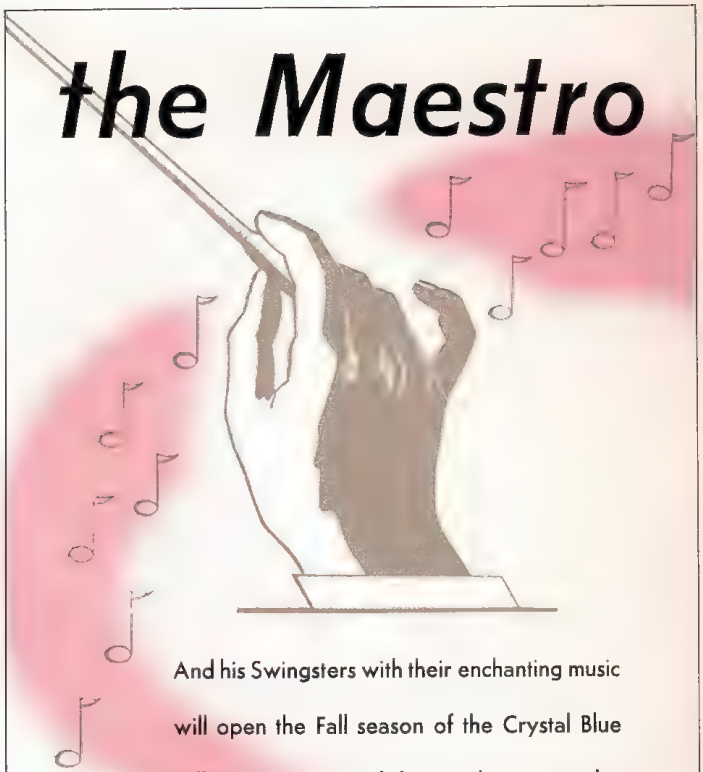
BY AMERICA'S FOREMOST DESIGNER

10th ANNUAL
Army
Navy
benefit-hop

Dance to the music of Kenneth Delancy and his Melodiers—enjoy the voices of his two star vocalists.

▪ MANHATTAN HALL ▪

the Maestro



And his Swingsters with their enchanting music will open the Fall season of the Crystal Blue Ballroom. Here amid the gay happy couples and the modern atmosphere of sophistication you can be sure of a "grand time" at any time.

MAKE-READY IS 39
Reduced to a minimum

24 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 233 points

A DEMONSTRATION OF 10
The Ludlow proves its merit

18 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 174 points

CLEAN BRASS MATRICES USED 54
For setting Ludlow display and text

14 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 136 points

THE NEW IMPROVED LUDLOW WILL 74
Enable you cut costs in the composing room

12 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 116 points

EFFICIENCY EXPERTS ALL AGREE THAT THE 21
Ludlow all-slug system is time and money saver for large and small print shop composing rooms

10 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 101 points

NO MATTER HOW MUCH DISPLAY A JOB MAY HAVE 29
The Ludlow will supply it in any quantity of the same face with greater speed and accuracy and with far less expense

8 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 83 points

IT IS LUDLOW'S PRIME AIM TO MAKE TYPESETTING EASIER AND MORE 80
Efficient thus enabling its users to realize a profit in their composing rooms and also to speed up the pressroom production by printing direct from slugs

6 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 64 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
. : , ; - ‘ ’ ! ? – ( ) [ ] +

Characters listed below sold separately

ɑ &

Variants from 6 to 72 point inclusive

%

For fractions see fraction specimen pages

ADDRESSES 2
Are educational

72 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 698 points

A CONDENSED 8
Design for ad lines

60 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 574 points

PRESTIGE GAINED 79
With better advertising

48 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 467 points

LUDLOW EQUIPMENT 12
Bought by a leading printer

42 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 399 points

INCREASED DEMAND FOR 15
Latest Ludlow typeface designs

36 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 349 points

FLUSH LEFT NEWS HEADS GIVE 28
A striking effect to newspaper makeup

30 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 283 points

A STRIKING 58
Display face that
finds much favor

96-Point Ludlow 28-BC Tempo Bold Condensed

ADVERTISER 6
Reports largest
volume of sales

96-Point Ludlow 28-HC Tempo Heavy Condensed

The 96-Point sizes shown above are driven in 1½-inch matrices

INSURANCE 11
Rate decreases

24 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 345 points

NEW SCHEDULE 15
Arranged by official

18 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 262 points

NINE GRADUATES OF 21
Boston law school placed

14 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 191 points

GROUND CREW PRAISED 40
For accident prevention work

12 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 171 points

CITY COUNCIL WILL MEET TO 47
Discuss plans for the school project

10 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 141 points

A THRILLING EXPERIENCE IN SOUTH 50
America told by two young adventurers

8 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 122 points

MANY OF THE LEADING NEWSPAPERS ARE NOW 19
Using the Ludlow system for setting display heads

6 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 95 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
& $ 1 2 3 4 5 6 7
8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z
. : , ; - ' ' ! ? ( ) [ ] — +

Characters listed below sold separately

M a e g j t

Variants from 6 to 72 point inclusive

A M N V W v w

Variants from 10 to 72 point inclusive

1 2 3 5

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

SELECTS 4
Four jurors

72 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 1000 points

STORY OF 8
Flight is told

60 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 827 points

BIG SHIP IN 65
New speed trial

48 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 678 points

PILOT LANDS 24
Safely after storm

42 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 592 points

WOMEN PILOTS 32
Beat men at air meet

36 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 523 points

NEW MOTORS BEING 93
Tried out in stratosphere

30 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 414 points

TEMPO HEAVY

LUDLOW TEMPO HEAVY successfully interprets the matter-of-fact activity of modern business. Its weight, within simple geometrical contours, carries conviction. Its four-square construction reflects stability.

Tempo Heavy is ably designed and has none of the stodgy or rigid feeling so often associated with heavy typefaces. It will prove a versatile and useful typeface in any composing room.

Build for Permanence with PRECISION LUMBER

The KENT PLAN for Industrial Expansion

Engineers for 40 years

World's Championship RODEO

$25,000 in Prizes



The STADIUM



FLORIDA in WINTER

Eastern and Southern

A Railway to Our Own Southland

Carey Players

present

Laura

by Raymond Lee Cudahy

You'll laugh, you'll cry and you'll thrill to the story of a modern family, enacted for you by a group of finished artists at their best. It is rated by critics as the best play of the year. Tickets are now on sale at all ticket agencies.

new modes in furniture

SANFORD UHL

MODERNS

Mahogany End Tables	Bleached Coffee Table	Crystal Candelabra
Bleached Oak Dinette	Mexican Pottery Lamps	Modern Plaques
Maple Cocktail Table	White Leather Chair	Blond Bedroom Suite

ANTIQUES

Louis XV Console Table	French Regency Chair	Jacobean Joint Stool
Windsor Chair	Queen Ann Chair	Salem Oak Rocker
Tilt-Top Piecrust Table	Kidney-Shaped Table	Sheraton Sideboard

ORDERS 2
New styles

72 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 1026 points

SEMINOLE 7
Rug bargain

60 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 841 points

FURNITURE 51
Of high quality

48 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 700 points

STORE HOURS 10
Nine to five-thirty

42 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 591 points

SPECIAL SALE OF 18
New coats for spring

36 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 511 points

BASEMENT BARGAIN 43
Festivals now in progress

30 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 421 points

ODDS AND 92
Ends sale to be held on Friday

24 Point Ludlow 28-HI Tempo Heavy Italic
Length of lower-case alphabet: 335 points

ATTRIBUTE BIG 82
Increase in business to the power of their direct mail printing

18 Point Ludlow 28-HI Tempo Heavy Italic
Length of lower-case alphabet: 251 points

LUDLOW AFFORDS A 72
Great opportunity to the printer who has a limited space for composing room

14 Point Ludlow 28-HI Tempo Heavy Italic
Length of lower-case alphabet: 193 points

THE SIMPLICITY OF THE 63
Ludlow in setting ads and jobs is revealed by all compositors in plant where an installation has recently been completed

12 Point Ludlow 28-HI Tempo Heavy Italic
Length of lower-case alphabet: 165 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z
. : , ; - ' ' ! ? ( ) [ ] — ✣

All sizes shown on this page are on Roman body matrices

%

The per cent mark is sold separately

STYLING · ADVERTISING

RESEARCH · MERCHANDISING

LOOKING TO THE FUTURE IN INDUSTRY

PRODUCTION · MARKETING

Easy-Hang Wallpaper



Featuring the newest trends in modern interior decoration

Exhibition

modern painting
for advertising
poster painting
mural painting
industrial design

ART LEAGUE · MARCH 10-15

EXHIBITS OF 1
Finer typefaces

72 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 703 points

NEW LUDLOW 3
Design for display

60 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 578 points

AN ADDITION TO 45
The fine Tempo family

48 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 467 points

MECHANISM OF THE 34
Ludlow is not complicated

42 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 405 points

THE LUDLOW SYSTEM OF 18
Spacing is simple and accurate

36 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 347 points

DELEGATION GATHERS IN CITY 78
For the sixth annual meeting of police

30 Point Ludlow 28-HC Tempo Heavy Condensed — Length of lower-case alphabet: 283 points

GLOBE-TRIBUNE 90
Display advertising is more effective since a Ludlow was installed

24 Point Ludlow 28-HC Tempo Heavy Condensed
Length of lower-case alphabet: 230 points

MASS PRODUCTION OF 62
Display line composition can be handled quickly and more effectively with the Ludlow

18 Point Ludlow 28-HC Tempo Heavy Condensed
Length of lower-case alphabet: 173 points

MANY PEOPLE KILLED BY 82
Tornado and flood which cut a path through the heart of the city causing over eleven million dollars damage

14 Point Ludlow 28-HC Tempo Heavy Condensed
Length of lower-case alphabet: 143 points

THE OPERATION OF THE LUDLOW 23
Is extremely simple and compositors need not have any special mechanical training to become efficient and speedy operators

12 Point Ludlow 28-HC Tempo Heavy Condensed
Length of lower-case alphabet: 122 points

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ` ´ ! ? ( ) [ ] — +

Characters listed below sold separately

G a

Variants from 12 to 96 point inclusive

A M N V W v w

Variants from 24 to 96 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

For the 96-point size of this face see page 45

CITY SCHOOL 71
Reports a record enrollment in the technical division

30 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 290 points

CITY COUNCIL TO 91
Sponsor a new series of open air concerts in the four public parks

24 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 236 points

PROTECTION AGAINST 48
Loss of time and profit can be gained by installation of the Ludlow all-slug system

18 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 177 points

A STIRRING DRAMA OF THE 30
Orient by a widely-known author is announced by the publisher and will be in bookstores next month

14 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 146 points

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ' ! ? ( ) [ ] — +

Characters listed below sold separately

G %

For fractions see fraction specimen pages

CONDENSED 2
Face for heads

72 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 724 points

FOR A LARGER 5
Profit use Ludlow

60 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 592 points

LINES PRODUCED 12
Quickly and efficiently

48 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 470 points

A SUPERIOR DESIGN 34
In heavy condensed italic for producing forceful ads

42 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 412 points

TYPOGRAPHIC EXPERTS 56
Agree that Ludlow typefaces have what it takes to attract

36 Point Ludlow 28-HCI Tempo Heavy Condensed Italic
Length of lower-case alphabet: 356 points

CAST DISPLAY ON 59 THE LUDLOW IN ANY AMOUNT AS NEEDED

48 Point Ludlow 28-HN Tempo Heavy Inline

NEW TYPEFACES IN EACH 48 SET-UP IS ASSURED IF SHOP IS EQUIPPED WITH EFFICIENT AND FAST LUDLOW METHOD

36 Point Ludlow 28-HN Tempo Heavy Inline

EACH LINE CAST ON 23 THE LUDLOW MACHINE IS UNIFORM IN HEIGHT

30 Point Ludlow 28-HN Tempo Heavy Inline

LUDLOW OFFERS A WIDE 60 SELECTION OF FACES WHICH MAKE FOR BETTER QUALITY IN EVERY LINE OF PRINTING

24 Point Ludlow 28-HN Tempo Heavy Inline

WHEN REAL QUANTITIES OF LARGE 93 FACES ARE NEEDED FOR MASS BLOCKS OF DISPLAY YOU CAN DEPEND UPON THE LUDLOW TO SUPPLY IT IN A SOLID SLUG FORM SIMPLY AND EFFICIENTLY

18 Point Ludlow 28-HN Tempo Heavy Inline

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z &

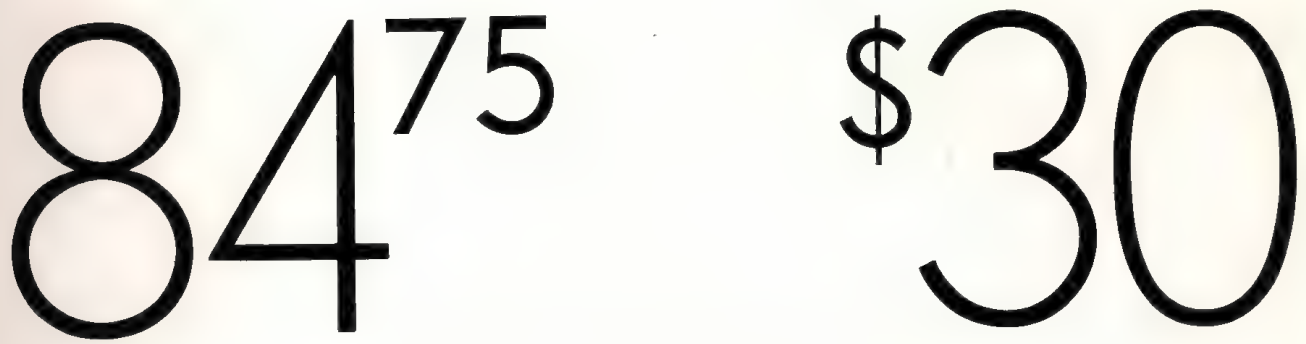
$ 1 2 3 4 5

6 7 8 9 0

. : , ; - ' ' ! ? — +

The per cent mark is made for all sizes but is not included in the regular font. It may be purchased separately.

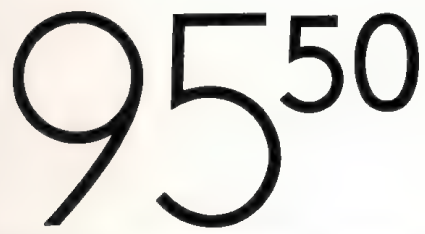
% ( ) [ ]



144 Point (title) Ludlow 28-L Tempo Light Advertising Figures
with 72 Point (regular) Ludlow Tempo Medium Superior Figures and Dollar Sign



120 Point (title) Ludlow 28-L Tempo Light Advertising Figures
with 72 Point (regular) Ludlow Tempo Medium Superior Figures and Dollar Sign



96 Point (title) Ludlow 28-L Tempo Light Advertising Figures
with 60 Point (regular) Ludlow Tempo Medium Superior Figures

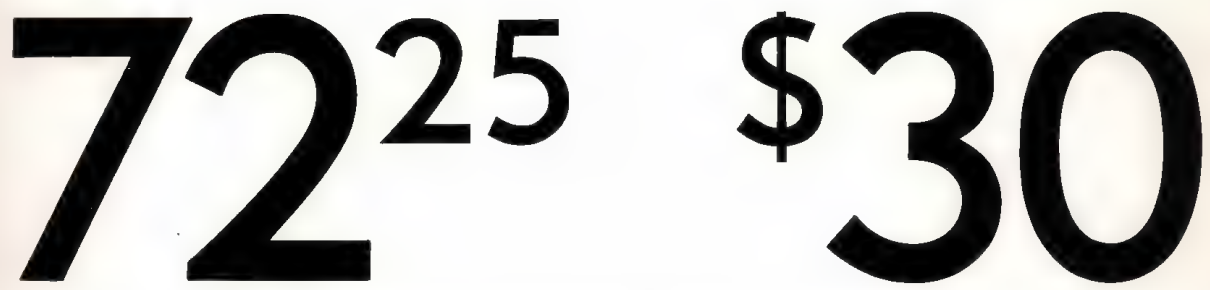


84 Point (title) Ludlow 28-L Tempo Light Advertising Figures
with 48 Point (regular) Ludlow Tempo Medium Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.



144 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures
with 84 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures



120 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures
with 72 Point (regular) Ludlow Tempo Bold Superior Figures and Dollar Sign



96 Point (Title) Ludlow 28-B Tempo Bold Advertising
Figures with 60 Point (regular) Ludlow
Tempo Bold Superior Figures



84 Point (Title) Ludlow 28-B Tempo Bold Advertising
Figures with 42 Point (regular) Ludlow
Tempo Bold Dollar Sign

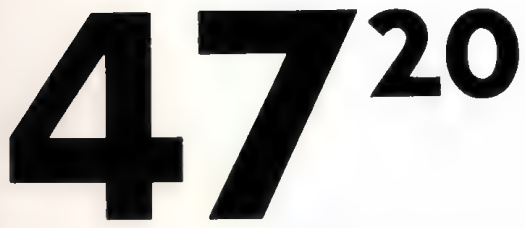
These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.



144 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures
with 72 Point (regular) Ludlow Tempo Heavy Superior Figures and Dollar Sign



120 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures
with 72 Point (regular) Ludlow Tempo Heavy Superior Figures and Dollar Sign



96 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures
with 48 Point (regular) Ludlow Tempo Heavy Superior Figures



84 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures
with 48 Point (regular) Ludlow Tempo Heavy Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

A SALE 7 Of gloves

72 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 1165 points

PRESENT 6 New modes

60 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 963 points

AN ELROD 48 Boosts profits

48 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 773 points

NEW DESIGN 42 For use in heads and display ads

42 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 672 points

PRINTERS CAN 36 Make more money in up-to-date plant

36 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 573 points

INSURE 30 Success by use of new type styles

30 Point Ludlow 28-EH Tempo Black
Length of lower-case alphabet: 470 points

PRINTERS 24 Discuss effect of increase in weekly wage

24 Point Ludlow 28-EH Tempo Black
Length of lower-case alphabet: 381 points

FILM STUDIOS 18 Speed production to meet demands for newsreel films

18 Point Ludlow 28-EH Tempo Black
Length of lower-case alphabet: 283 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6
7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
.:,;-'"!?()[]+—

Characters listed below sold separately

%

The per cent mark is made for all sizes
Fractions available from 18 to 48 pt. inclusive

BRIGHTEN 72 UP BIG LINES

72 Point Ludlow No. 34 Umbra

Characters in Complete Font

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z & $
1 2 3 4 5
6 7 8 9 0
¢ ¢ ' ' - ' '
, ; . : ¼ ½
! ? + —

Characters listed below sold separately

( ) [ ]

EXCELS IN 43 CLEAR FACED SLUG FORMS

48 Point Ludlow No. 34 Umbra

JOBS AND ADS 61 COST LESS USING OUR FINE SYSTEM

36 Point Ludlow No. 34 Umbra

HUNDREDS OF PRINTERS 14 EACH YEAR ARE PROFITING FROM A LUDLOW QUALITY SLUG SYSTEM FOR DISPLAY

24 Point Ludlow No. 34 Umbra

INSTRUCTIONS
FOR USING THE
INFRA-RED
RAY LAMP



B-K APPLIANCE CO.
62 Clinton Street, Dayton, Ohio

Drink
MILK
Daily



THE PERFECT FOOD



MRS. JAMES ALLEN ROBINSON, FAMOUS
SPECIALIST IN DECORATION, WRITES ON
HOW TO CHOOSE COLOR
SCHEMES
FOR FINER EFFECTS



modern version

12 HOUSES & PLANS

New Prefabricated Homes

You folks who are contemplating a new home will surely find a plan among this group to suit your most exacting needs. We are featuring a new one-floor plan with seven rooms which has been very popular in several western states the past year. Write us today or call in person, and let us point out to you how you may own a home with the money you are now paying out for rent.

BECKWITH HOLMES

Builder of Quality Homes Since 1900

THE PICKWICK PAPERS

CHARLES DICKENS

SCHOOL DIRECTORY

Dramatic Arts

Fine and Applied Arts

Household Science

Secretarial and Business



A New YOU

in each Hollywood Creation

NEW CLUB 4
Strictly exclusive

72 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 645 points

BUSY WEEK IN 8
South shore society

60 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 536 points

SCHOOL OF ART 34
Offers oil painting course

48 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 414 points

PEOPLES GUILD WILL 61
Give four new plays this year

42 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 359 points

BAND CONCERTS WILL 57
Be held nightly at exposition park

36 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 311 points

PREVIEW OF NEW FASHIONS 90
In our new eighth floor debutante room

30 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 257 points

ANNOUNCING 78
Winner in essay contest

24 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 222 points

GARDEN CLUBS WILL 49
Hold the annual joint meeting to choose grand prize winner

18 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 156 points

SUMMER DRESSES AND COATS 31
Of the finest quality will go on sale today at a fraction of what they are really worth

14 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 116 points

THE WEST TOWNS MUSICAL CLUB 58
Members will leave soon on a concert tour the proceeds of which will be turned over to charity

12 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 101 points

HERE IS AN ATTRACTIVE TYPEFACE 48
That works out successfully when typography of an advertisement or job calls for a feminine touch

10 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 100 points

FINE TYPOGRAPHIC EFFECT ALWAYS OBTAINED 76
With the use of attractive modern Ludlow typefaces which are now available in a truly wide variety in brass matrix form

8 Point Ludlow 27-L Stellar
Length of lower-case alphabet: 81 points

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z

. : , ; - ‘ ’ ! ? [ ] ( ) — +

Characters listed below sold separately

A E H U %

TYPOGRAPHY 47
Is of vital importance

24 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 239 points

TONS OF PRESSURE 76
May be applied to Ludlow slugs without a break-down

18 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 178 points

THE ALL-SLUG METHOD OF 59
Composition is profitable to printers due to proven efficiency and speed

14 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 134 points

PROFIT-MINDED PUBLISHERS ARE 69
Quick to see all the advantages provided by the remarkable Ludlow all-slug system

12 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 114 points

THE COMPLETE LINE OF FINE FACES 40
Now available on the Ludlow places owners in the field of quality printers and publishers

10 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 103 points

ADVERTISERS TODAY DEMAND THAT THEIR 83
Sales messages be set in attractive and legible typefaces so as to positively ensure a return from their investment and the shops that are equipped with a line of Ludlow typefaces are best suited to comply with these demands

8 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 87 points

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z

. : , ; - ‘ ’ ! ? – ( ) [ ] +

Characters listed below sold separately

Æ Œ H U %

PRESSMEN 4
Organize club

72 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 744 points

A LEADER IN 5
Legible typefaces

60 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 617 points

PROTECT NOW 56
Against type shortages

48 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 471 points

SYSTEM REQUIRES 78
Little space for installation

42 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 411 points

LUDLOW SIMPLICITY 90
Is a truly great feature in itself

36 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 354 points

MORE PROFIT IS REALIZED 19
In the well-equipped printing house

30 Point Ludlow 27-B Stellar Bold
Length of lower-case alphabet: 297 points

DIXIE RECIPES

compiled by

MARY O'BRIEN

one hundred fine Southern dishes
simplified for the modern kitchen



ORANGE BLOSSOM Perfume

From the Groves of Sunny Florida

SOLD EVERYWHERE



PURE BRED POODLES

We specialize in genuine thorobred French Poodles. Visit our kennels and choose your dog from a wide selection of puppies and older dogs. Easily trained, French Poodles make wonderful pets. Drive out next Sunday.

NORFOLK KENNEL
Spreckle Avenue and Bellwood Road

It pays to fly



The path of commerce is in the air. Every year more and more executives who believe in top-flight results turn to air travel. Safety and comfort is the key to our growth and expansion of service. Plan your trip today.

COLUMBIAN AIRWAYS

TO ALL PRINCIPAL CITIES

NEW DESIGN 2
For display ads

72 Point Ludlow 47-H Samson

Length of lower-case alphabet: 1080 points

MANY PUBLISHERS 13
Are using Ludlow faces to help gain local linage

48 Point Ludlow 47-H Samson

Length of lower-case alphabet: 714 points

Characters in Complete Font

ABCDEFGHI
JKLMNOPQR
STUVWXYZ&
$1234567890
abcdefghi
jklmnopqr
stuvwxyz
.:,;-‘’!?()[]—•

Characters listed below sold separately

R %

For fractions see fraction specimen pages

GOOD EFFECT 45
Can be had only if care is exercised in choosing faces

36 Point Ludlow 47-H Samson

Length of lower-case alphabet: 529 points

FROM THE GROWING 78
List of attractive faces by Ludlow you are certain to find designs both modern and traditional with style to please every advertiser

24 Point Ludlow 47-H Samson

Length of lower-case alphabet: 351 points

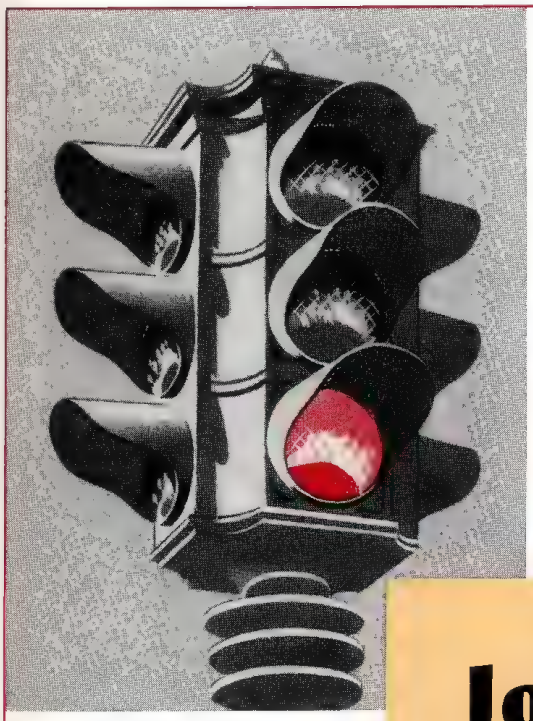
Carson's

ANNUAL SALE

today!

Turf News

a winner

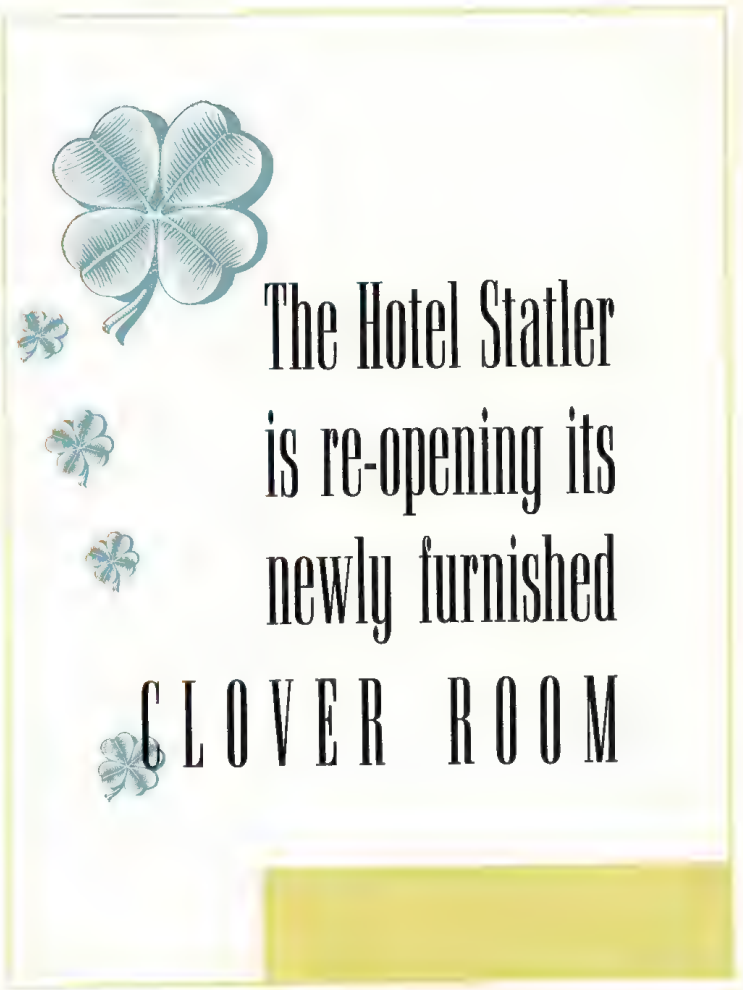


STOP

ACCIDENTS

Join the national safety drive . . .





by Dorothy Staunton

A Definition of Beauty

THANKS to a number of helpful agencies, it's almost as easy these days to be beautiful, or at least give the impression of being beautiful, as it is to drop around the corner to the neighborhood theatre. Steering clear of the drab, the acknowledgedly ugly, is so much easier than formerly, because we now have

of the ancient world. Commerce in Sidon and Tyre consisted to a great extent of providing those ingredients for the beautifying of the female face and figure. But in those far-distant days women, supplying the incentive to world-wide operation of fleets, engaged both in trade and privateering, had enough

AN ORIGINAL LUDLOW TYPEFACE THAT 23
Will attract the attention of your readers

72 Point Ludlow 46-MEC Greenwich

Length of lower-case alphabet: 391 points

CIVIC CLUB ANNUAL CHARITY BALL WILL BE HELD 45
Next Saturday evening in the new Biltmore Hotel

60 Point Ludlow 46-MEC Greenwich

Length of lower-case alphabet: 321 points

FINE ARTS EXHIBIT WILL OPEN 67
In the library today for one week

48 Point Ludlow 46-MEC Greenwich
Length of lower-case alphabet: 264 points

AN IDEAL TYPEFACE DESIGN FOR USE 89
In magazine news and display heads

42 Point Ludlow 46-MEC Greenwich
Length of lower-case alphabet: 229 points

A FASHION SHOW FEATURING NEW SUMMER 45
Ensembles and bathing suits will be held in the Knox Department Store next Wednesday

36 Point Ludlow 46-MEC Greenwich
Length of lower-case alphabet: 195 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] — ·

%

The per cent mark is sold separately

MORE LINES 90
Of display a day 90

24 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 252 points

NO MACHINE OR 31
Mold changes necessary 31

18 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 185 points

PRESIDENT TO SPEAK 65
At yearly student gathering 65

16 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 159 points

FETE MISSIONARY UPON 80
His return from an African post 80

14 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 141 points

THE SIMPLEST METHOD OF 71
Setting display for ads and job work 71

12 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 125 points

LUDLOW OFFERS A FINE LINE OF 96
Attractive typefaces from which to choose 96

10 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 107 points

THE LUDLOW SYSTEM WAS DESIGNED TO 50
Make the compositor's work easier and more fascinating 50

8 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 84 points

PRINTERS AND PUBLISHERS ARE AMAZED AT LARGE 49
Savings which the Ludlow system of composition affords them 49

6 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 76 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 a b c d
e f g h i j k l m n o p q r s
t u v w x y z ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Supplementary Ligatures

QU Qu f ff fa ffa fe ffe
ffn fo ffo fr ffr fs ffs ft
fu ffu fy ct st [ ]

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

When ordering fonts specify either
Modern or Oldstyle figures

%

The per cent mark is sold separately

TEACHER 5
Has big class 5

72 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 730 points

MORE HIGH 7
Quality displays 7

60 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 606 points

TYPOGRAPHIC 12
Lecturer here today 12

48 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 469 points

EFFICIENCY AND 34
Speed bring big profits 34

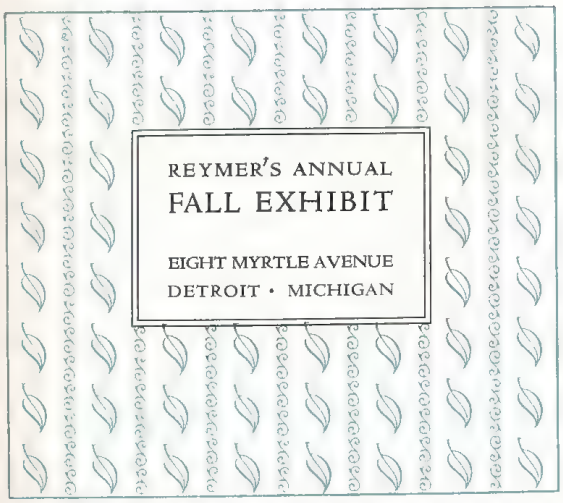
42 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 409 points

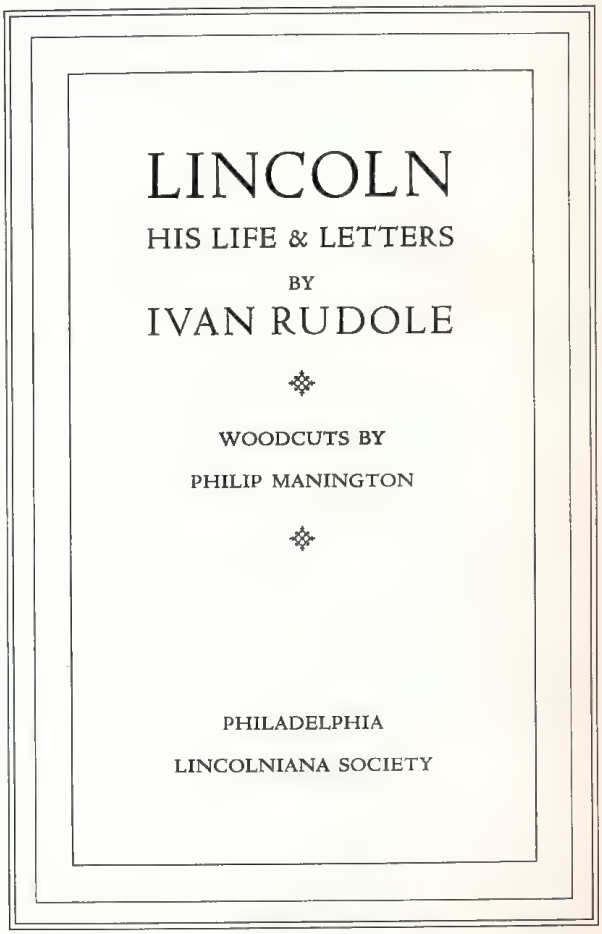
PROBLEM OF SORTS 56
Banished in Ludlow plants 56

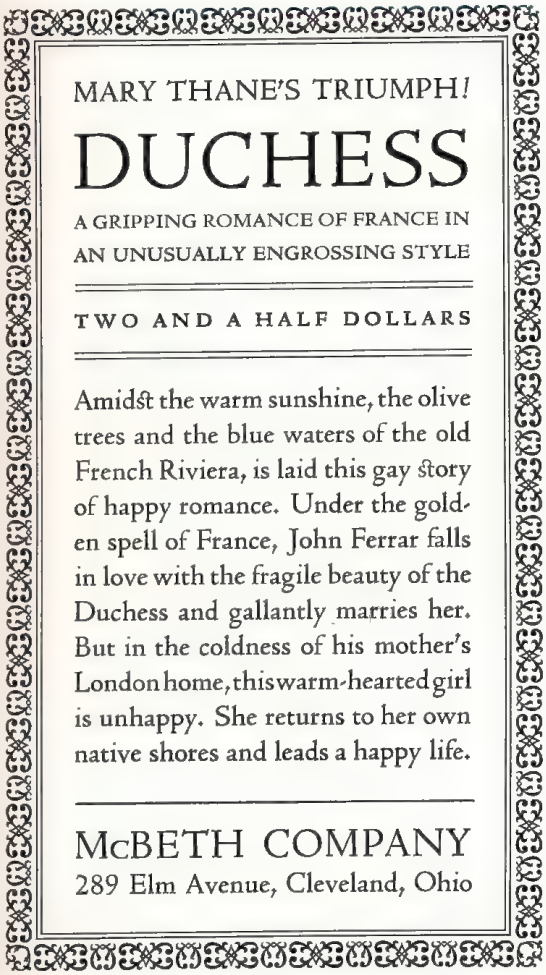
36 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 360 points

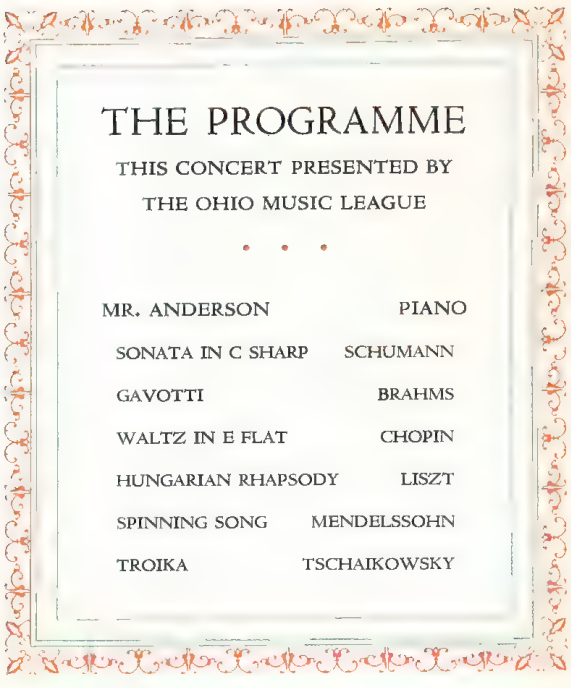
CAST EXTRA FORMS TO 78
Speed up pressroom production 78

30 Point Ludlow 40-L Eusebius
Length of lower-case alphabet: 298 points


REYMER'S ANNUAL
FALL EXHIBIT
EIGHT MYRTLE AVENUE
DETROIT • MICHIGAN


LINCOLN
HIS LIFE & LETTERS
BY
IVAN RUDOLE
WOODCUTS BY
PHILIP MANINGTON
PHILADELPHIA
LINCOLNIANA SOCIETY


MARY THANE'S TRIUMPH!
DUCHESS
A GRIPPING ROMANCE OF FRANCE IN AN UNUSUALLY ENGROSSING STYLE
TWO AND A HALF DOLLARS
Amidst the warm sunshine, the olive trees and the blue waters of the old French Riviera, is laid this gay story of happy romance. Under the golden spell of France, John Ferrar falls in love with the fragile beauty of the Duchess and gallantly marries her. But in the coldness of his mother's London home, this warm-hearted girl is unhappy. She returns to her own native shores and leads a happy life.
McBETH COMPANY
289 Elm Avenue, Cleveland, Ohio


THE PROGRAMME
THIS CONCERT PRESENTED BY
THE OHIO MUSIC LEAGUE
MR. ANDERSON PIANO
SONATA IN C SHARP SCHUMANN
GAVOTTI BRAHMS
WALTZ IN E FLAT CHOPIN
HUNGARIAN RHAPSODY LISZT
SPINNING SONG MENDELSSOHN
TROIKA TSCHAIKOWSKY

Mr. and Mrs. George D. Culver

request the honor of your presence

at the marriage of their

daughter

Thelma Pauline

to

Lawrence James Nuttington

on Thursday afternoon the tenth day of May

at the hour of three

The First Presbyterian Church

Indianapolis

Preface

WE use the letters of our alphabet every day with the utmost ease and unconcern, taking them as much for granted as the air that surrounds us. We do not realize that each of these letters is at our service today only as the result of a long and laboriously slow process of evolution in the age old art of writing. All the centuries during which mankind learned to

7

NOTICE

This advance notice is sent you as a reminder that the date set for our Annual Outing this year is August seventh. A fine program of sports is being arranged for the young folks. Spend a pleasant day amongst the oaks.

August Seventh

You are cordially invited

to attend the

Musicale

given by the

Davis Choral Union

of San Francisco

Grand Opera House

628 Ellen Street

SOCIALITE 5
Manages salon 5

72 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 637 points

THOUSANDS 4
Attend radio show 4

60 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 538 points

BUSINESS GAINS 56
Encourage auto dealers 56

48 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 390 points

QUESTION LIST TO 23
Be sent to contest participant 23

42 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 338 points

ACTIVE MEMBERS TO 89
Conduct drive for charity fund 89

36 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 302 points

SERIES OF MUSICALS WILL 20
Be conducted by college students here 20

30 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 252 points

THE LUDLOW 67
Gives years of service 67

24 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 204 points

REASONABLE CARE 80
Will add to life of machine 80

18 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 155 points

UNIVERSAL SYSTEM OF 45
Spacing is good Ludlow feature 45

16 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 135 points

QUALITY COMPOSITION 61
Produced rapidly in solid slug form 61

14 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 120 points

THOUSANDS OF USERS WILL 37
Testify to the dependability of Ludlows 37

12 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 104 points

MAKE-UP MEN HANDLING SLUGS 53
Have no trouble getting all the ads up on time 53

10 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 94 points

SEE THE LUDLOW IN OPERATION AND BE 92
Convinced that the slug system is truly fast and economical 92
and also see the sturdy construction and few moving parts of the
Ludlow casting machine which makes for low maintenance cost

8 Point Ludlow 40-LI Eusebius Italic
Length of lower-case alphabet: 77 points

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o
p q r s t u v w x y z ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Characters listed below sold separately
Available in sizes 12 point to 72 point

A B C D E G L M
N P R Y Th e g k
n r z

Following characters available in all sizes

$ 1 2 3 4 5 6 7 8 9 0
QU Qu ct st [ ] %

EX LIBRIS

ROBERT LEE
MONTIFORT

MANY BEAUTIFUL BOOKS ARE BEING PRODUCED BY COLLECTORS AND CLUBS FOR THE MEMBERS ONLY

18 Point Ludlow 40-L Eusebius Small Caps

THE SMALL CAPS ARE READILY ADAPTABLE TO ALL TYPES OF COMMERCIAL PRINTING THUS THEY ARE IN GREAT DEMAND

16 Point Ludlow 40-L Eusebius Small Caps

SEVENTY THOUSAND ATTENDED BASEBALL GAME BETWEEN KNOX AND SOUTHERN CROSS COLLEGE FOR THE CHAMPIONSHIP OF THE BADGER STATE COLLEGE LEAGUE

14 Point Ludlow 40-L Eusebius Small Caps

THE UPPER CLASSMEN OF THE BARCLAY SCHOOL OF ENGINEERING WILL GIVE A WELCOMING PARTY THURSDAY NIGHT IN THE SCHOOL GYMNASIUM FOR TWO HUNDRED FRESHMEN CLASS MEMBERS

12 Point Ludlow 40-L Eusebius Small Caps

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z &

The Small Caps for Eusebius are available in the four sizes shown here. They are not included in the regular fonts but are sold separately.

Characters listed below sold separately

QU

Specimens of Composition in Eusebius Small Caps

FOURTH RECITAL
BY THE
GREAT VIOLINIST
FRED KEON

COLLEGE AUDITORIUM
FRIDAY EVENING

IRENE BOE
INVITES YOU TO TEA
IN HER NEW
TEA SHOPPE
LOCATED IN
THE
NEWS-PUBLISHERS
BUILDING

THE STEVENS COMPANY
INVESTMENTS

L. NORMAN STONE
280 JACKSON STREET
CLEVELAND

THE BEAUTY OF
THE EUSEBIUS SMALL CAPS
WILL HELP TO IMPROVE THE
GENERAL RUN OF JOB
PRINTING

DEPEND UPON THE 93
Ludlow for your job work 93

48 Point Ludlow 40-OP Eusebius Open

Length of lower-case alphabet: 597 points

EXHIBIT OF FINE ARTS WILL 47
Open in the Art Institute Monday 47
and will continue for the next ten days

36 Point Ludlow 40-OP Eusebius Open

Length of lower-case alphabet: 424 points

ORIGINAL TYPEFACES 42
Will help to increase linage 42

24 Point Ludlow 40-OP Eusebius Open
Length of lower-case alphabet: 294 points

THE MULTIPLE FORM SYSTEM 60
For which the Ludlow is famous saves 60
job printers valuable hours of press time

18 Point Ludlow 40-OP Eusebius Open
Length of lower-case alphabet: 225 points

Bracelets • Rings • Pendants
Chains • Brooches

When in San Francisco let us suggest that you visit our showrooms where we have on display a most varied selection of jewelry in many pleasing and original designs. Our salesmen will be very glad to show you any of our offerings on display.

EDMOND M. HARRINGTON
Sherrod and Bergen Streets • • San Francisco, California

Text set in Eusebius and Eusebius Italic

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i
j k l m n o p q r s t u
v w x y z ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Supplementary Characters

Qu QU f ff fa ffa fe ffe
fo ffo ffn fr ffr fs ffs ft
fu ffu fy ct st [ ]

Modern or oldstyle figures should be specified when ordering matrices. Fonts are available with or without supplementary characters and either supplementary characters or oldstyle figures can be supplied separately.

%

The per cent mark is made for all sizes

REVIEW THE 94
Month's best books

24 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 257 points

FINE PRINTING IS 60
Basis for a large clientele

18 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 198 points

A WIDE SELECTION OF 45
Fine typefaces for modern trend

14 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 155 points

LUDLOW IS SOLUTION TO 53
Many of your composition problems

12 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 136 points

LUDLOW-SET DISPLAY LINES 20
Will print exceptionally clear and sharp and there need be no fear of work-ups

10 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 122 points

MUCH VALUABLE FLOOR SPACE IN THE 46
Composing room is saved with Ludlow equipment installations by wise printing company owners today

8 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 96 points

OLD METHODS OF TYPESETTING ARE NOW BEING 70
Discarded in favor of the efficient and rapid Ludlow system of gathering matrices for all-slug composition and make-up

6 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 83 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi ffi fl ffl

. : , ; - ‘ ’ ! ? ( ) —

EXTRA CHARACTERS

These extra characters are available in all sizes and may be purchased with complete fonts, separately or in sets

QU Qu ct st [ ] %

ANCIENT 4
History book

72 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 801 points

SALESMEN 2
Have good year

60 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 677 points

EQUIPMENT IS 71
Purchased by printer

48 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 506 points

LITTLE EXPENSE 12
Is involved for repairing

42 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 443 points

SUPERINTENDENT 84
Endorses an all-slug system

36 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 390 points

PREVENT EXPENSIVE PI 91
By setting all jobs in solid slugs

30 Point Ludlow 40-B Eusebius Bold
Length of lower-case alphabet: 328 points

ELROY
Playing Cards

♥

Distinctive!
Beautiful!
Insist on ELROY
Playing Cards

♦

Sold at Drug and Department
Stores Everywhere

A PLAN
that promotes an extra share of profit for you in work clothing sales

Work clothes can be your profit leaders if you will follow through with the Beech selling plan. Beech work clothes are known from coast to coast for their quality of materials, which mean longer wear, and for their comfortable and exclusive designs.

Workers read about Beech clothes in all their trade journals and newspapers. They are ready to buy. Tie in with the progressive Beech plan now.

BEECH & COMPANY · DULUTH

HERALDRY
for Craftsmen and Designers



THE ARTISTIC CRAFT SERIES



America's Most Beautiful
NURSERY and SEED BOOK
Free

Send for your copy today

ROSE BROTHERS · LIMA, OHIO

Don Quixote

by

CERVANTES

1940

UNIVERSITY PRESS

Why Air Conditioning?

For complete details on all types of equipment, write us for the following illustrated booklets:

1. *Self-contained equipment*
2. *Unitary equipment*
3. *Central Station equipment*

Air Conditioning Institute

East Mansville, Pennsylvania

FASHION FIRST

Shoes of husky Eskimo leather defy moisture, keep glove-like softness.

Manufactured by
The NORTHLAND CORPORATION

WINE

★ *Chablis*
served with oysters & clams

★ *Alsace*
served with all kinds of fish

★ *Claret*
served with roasts and grills

★ *Burgundy*
served with game, foie gras

★ *Anjou*
served with sweet dishes

★ *Champagne*
served all through the meal

GREETING 8

Card engravers

72 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 681 points

SUCCESSFUL 4

County stock show

60 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 576 points

INSPIRING NEW 63

Painting for art gallery

48 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 439 points

STRIKING EFFECTS 41

In architectural designing

42 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 384 points

SET AND CAST TYPE 82

In sluglines with Ludlow system

36 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 325 points

ADVERTISING INCREASES 69

Business volume of furniture dealers

30 Point Ludlow 40-BI Eusebius Bold Italic

Length of lower-case alphabet: 281 points

TEXT BOOKS 51
Ordered for students

24 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 232 points

JOURNALISM WILL 70
Be taught in new university

18 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 173 points

THE LUDLOW METHOD 95
Of composing display lines is simple and a great speed can be developed

14 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 137 points

A METHODICAL SYSTEM IN 38
Composing rooms increases production and tends to promote greater accuracy

12 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 123 points

THE PULLING POWER OF ADS IS 23
Greatly dependent upon their attractiveness in typographical arrangement and legibility

10 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 106 points

GOOD ADVERTISING IS ALWAYS READ 10
And pays huge dividends and royalties to its sponsors who in turn give all due credit to those who produce it

8 Point Ludlow 40-BI Eusebius Bold Italic
Length of lower-case alphabet: 88 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Characters listed below sold separately
Available in all sizes

A B C D E G L M
N P R Y QU Qu
& ſt [ ] %

FORMER HIGH 12
Official here today 12

24 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 235 points

TEN BEST BOOKS OF 19
The year are made public 19

18 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 180 points

COLLECTOR OF RARE 65
Printed pieces has an exhibit 65

16 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 164 points

SOCIAL SEASON NOW IN 84
Full swing in all suburban towns 84

14 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 141 points

CLUBS FOR YOUNG MEN ARE 35
Scheduled to produce several dramas 35

12 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 128 points

FREE TYPOGRAPHIC ADVICE WILL 91
Will be given in talk by printing authority 91

10 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 109 points

IMPROVE THE APPEARANCE OF ALL YOUR 47
Printing with attractive modern Ludlow typefaces 47

8 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 89 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 a b c d
e f g h i j k l m n o p q r s
t u v w x y z ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Supplementary Ligatures—12 to 72 point

Qu QU f ff fa ffa fe ffe
ffn fo ffo fr ffr fs ffs ft
fu ffu fy ct st [ ]

Oldstyle Figures—8 to 72 Point

1 2 3 4 5 6 7 8 9 0

When ordering fonts specify either Modern or Oldstyle figures

For small caps see small cap specimen page

%

The per cent mark is sold separately

PRICELESS 9
Ancient gem 9

72 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 734 points

NEW JURIST 4
Selected for trial 4

60 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 617 points

NEWEST STYLE 75
Apparel for evening 75

48 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 474 points

SOUTH SEAS TRIPS 52
Are gaining popularity 52

42 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 414 points

GENUINE QUALITY IS 30
Represented in stylish coats 30

36 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 355 points

DEBUTANTE IS FORMALLY 69
Introduced to north shore society 69

30 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 293 points

KREN
PERFUMES
k
Kren Laboratories
89 Fifth Street, Atlanta, Georgia

EX LIBRIS
John
Monroe
SAN FRANCISCO, CALIFORNIA

Beauty
can inspire
miracles
Hair Styling and Tinting
Facial and Scalp Treatment
Manicure and Pedicure
•
jacques
MONROE AT SEVENTH

S
STAMS
STERLING SILVER
The lifelong association you will enjoy with sterling silver makes choice of pattern important. Stams' Silver patterns are as flawless in craftsmanship as they are in style. Being executed in sterling, they can be relied upon to last a lifetime.
A. M. STAMS, INC.
5024 Broadway • Detroit, Michigan

AN INVITATION

Through the courtesy of the New York Museum of Modern Art, you and your party are cordially invited to attend an entertainment dedicated to the motion pictures of the past. Admission is free.

HANDICRAFT GUILD BLDG. MARCH 9

On this...
the beginning of our third decade of service we pay tribute to all those people who have helped make possible our first twenty years of super-service to you.

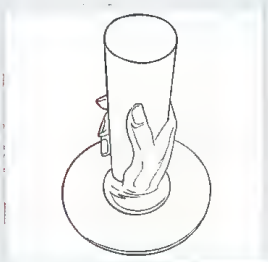
HCC
HELRUTH CATERING COMPANY

Fashion News for Fall Hues



GREEN & CO.

A NEW LITTLE BOOK about GLASSWARE



STUDENTS 4

Edit newspaper 4

72 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 608 points

INTEREST IN 2

Journalism courses 2

60 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 483 points

DIGNIFIED TYPE 21

Used to good advantage 21

48 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 396 points

NEW SOCIAL CLUB 53

For craftsmen is organized 53

42 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 359 points

WINS SECOND AWARD 74

In state advertising competition 74

36 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 299 points

SKI CLUB TO COMPETE FOR 31

Rich prize in an international meeting 31

30 Point Ludlow 24-LI Garamond Italic — Length of lower-case alphabet: 243 points

QUESTION BEE 45

For high school pupils 45

24 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 196 points

CHAIRMAN TO ASK 12

Emergency meeting of board 12

18 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 150 points

FOUR NEW DISTRICTS 69

Join up in national safety drive 69

16 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 136 points

GREAT SHOPPING CENTER 90

Spring sale to be advertised extensively 90

14 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 118 points

BIDS FOR QUALITY PRINTING 78

New public school text books are accepted 78

12 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 107 points

EXTENSIVE CHANGES ARE BEING 64

Made in composing room of old printing plant 64

10 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 93 points

PUBLISHERS AND PRINTERS INTERESTED IN 39

Printing plant efficiency should investigate Ludlow today 39

8 Point Ludlow 24-LI Garamond Italic
Length of lower-case alphabet: 77 points

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z & $ 1 2 3 4
5 6 7 8 9 0 a b c d e f g h i j k
l m n o p q r s t u v w x y z
ff fi ffi fl ffl . : , ; - ‘ ’ ! ? ( ) —

EXTRA CHARACTERS

Swashes—12 to 72 Point

A B C D E J G L M N
P R Y QU Qu Th a e k m
n t v w ct st is as us [ ]

The following are made in 8 and 10 point

Qu QU ct st [ ]

1 2 3 4 5 6 7 8 9 0

Oldstyle Figures—made for all sizes
Modern or oldstyle figures should be specified when ordering matrices

%

The per cent mark is sold separately

GUARD JAIL 40
In new escape plot

24 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 267 points

LINAGE LEADERS 16
Equipped with Ludlows for faster display setting

18 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 205 points

A LARGE SELECTION OF 86
Modern and traditional Ludlow typefaces from which to choose

14 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 154 points

LINE UP WITH LUDLOW IN 18
Your search for the modern ways and means of increasing plant production

12 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 136 points

SHARP NEW TYPEFACES WILL 38
Improve the appearance of your paper and also influence additional space sales

10 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 131 points

PRINTERS WHO HAVE LIMITED SPACE 53
For composing room operations will do well to install compact and efficient Ludlow equipment

8 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 103 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? ( ) —
ff fi ffi fl ffl

Garamond Bold brackets are made for all sizes but are not included in regular fonts. May be purchased separately if desired.

%

The per cent mark is sold separately

CONFERS 7
High honors

72 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 848 points

SEEK SHIPS 2
After heavy fog

60 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 706 points

ORIENT TOUR 17
Proves very popular

48 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 556 points

INDUSTRIALISTS 91
Select speaker for parley

42 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 458 points

ENGINEERS DRAFT 65
Plans for crossing underpass

36 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 397 points

AUTOBIOGRAPHY OF A 32
Noted historian to be published

30 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 332 points



Anchor Shoppe

Carries at all times
a complete stock of
American Antiques

You are cordially invited to attend the opening of an exhibition and lecture with color slides

STEPHEN E. ANDERSON

at six o'clock on the evening of Saturday, May twelfth • Newman hall • 14 West Superior Street

SONGS

and their histories

By JOHN H. STEVENSON

Evergreen Private Press
Chicago, Illinois

FACTS

about house architecture



Published by the NATIONAL CLUB of
ARCHITECTS • New York City, N. Y.

Hotel Maresley

CLEVELAND
OHIO

⁂

MARESLEY is a hotel for travel-tired people who wish for comfortable lodging when most needed. Its accommodations are complete enough to satisfy and please the most discriminating. Rates are moderate, yet the location and service are ideal. For reservations write or wire us collect.
234 E. Drake Street

⁂

Your presence is requested at an important meeting of the executive committee, Tuesday, October first, in The Blue Room, promptly at six forty-five o'clock. It is imperative that a quorum be present because of matters of importance that need immediate attention.

MAINZ

A Romantic Tale of the Rhine Country

BY
EDWIN HILTON

Fine Prints

DOMESTIC & IMPORTED

A private advance sale showing new prints recently acquired and offered in a special sale for American customers

AURA & KARL, INC.
PARIS · LONDON · NEW YORK

PERFECT 4
Motor fuels 4

72 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 764 points

BUILDINGS 5
Of finer worth 5

60 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 639 points

EXHIBIT OLD 83
Painting of master 83

48 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 471 points

PREDICTS HUGE 12
Crowd at band concert 12

42 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 425 points

PRODUCE QUALITY 36
Solid slug forms with ease 36

36 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 354 points

SIMPLICITY OF LUDLOW 41
An extremely important feature 41

30 Point Ludlow 24-BI Garamond Bold Italic — Length of lower-case alphabet: 295 points

PRESENTING 18
The newest model 18

24 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 234 points

EASY HANDLING 52
Of matrices is a feature 52

18 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 181 points

ANY COMPOSITOR WILL 69
Quickly master Ludlow method 69

14 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 137 points

ONE PAGE OR EIGHTY ALL 72
Set in the same size and face may be 72 produced without fear of type shortage

12 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 121 points

PUBLISHER REVEALS A LARGE 58
Saving in composition since installing 58 the Ludlow system of all-slug composition

10 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 115 points

THE LUDLOW SYSTEM OFFERS A WIDE 76
Variety of typefaces both modern and traditional 76 which any printer or publisher will be proud to own

8 Point Ludlow 24-BI Garamond Bold Italic
Length of lower-case alphabet: 91 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

Characters listed below sold separately
Available in sizes 12 point to 72 point

A B C D E G J L M
N P R Y Th a e k
m n t v w as is us

Following characters available in all sizes

1 2 3 4 5 6 7 8 9 0
QU Qu & ſt [ ] %

NEW MARKETS FOR MANY LEADING COMMODITIES OF AMERICA ARE OPENING IN SOUTH AMERICA AND THE EXPORT OF MERCHANDISE IS A BENEFIT TO INDUSTRY

18 Point Ludlow 24-L Garamond Small Caps

MODERN PLANT IS EQUIPPED TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENT WITH THE INSTALLATION OF THE LUDLOW SYSTEM OF ALL-SLUG DISPLAY COMPOSITION

16 Point Ludlow 24-L Garamond Small Caps

LUDLOW TYPEFACES AFFORD THE TYPOGRAPHER AN OPPORTUNITY FOR ENTIRELY NEW EFFECTS SO ESSENTIAL IN THE PRESENT DAY NEWSPAPER AND PUBLICATION ADVERTISING DISPLAY HEADINGS

14 Point Ludlow 24-L Garamond Small Caps

SOME IMPORTANT FEATURES OF THE LUDLOW ALL-SLUG DISPLAY SYSTEM OF COMPOSITION ARE ITS SIMPLICITY OF OPERATION AND THE ABOLISHING OF UNNECESSARY MOLD OR MACHINE CHANGES WHEN A CHANGE OF TYPE SIZE OR TYPEFACE DESIGN IS NEEDED

12 Point Ludlow 24-L Garamond Small Caps

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z &

The Small Caps for Garamond are available in four sizes shown here. They are not included in the regular fonts but are sold separately.

CHESTER HUNTING CLUB
MANCHESTER

✻

LECTURE AND
MOVING PICTURE
EXHIBITION

IN THE NEW MASONIC HALL
THURSDAY EVENING
JUNE NINTH

✻

MR. WILLIAM MONROE WILL
TALK ON HUNTING IN THE
WILDS OF CANADA

BRING YOUR FRIENDS
ADMISSION FREE

ALMOND
•
CHERRY FILLED
•
CARAMEL
•
BUTTERSCOTCH
•
LIME
•
COCOANUT
•
BERRY
•
GRAPE CENTER
•
ORANGE
•
STRAWBERRY
•
NUTS
•
LEMON
•
VANILLA

ANDREW SUTHERLAND AND COMPANY

CHICAGO, ILLINOIS

TAKES GREAT PLEASURE IN

ANNOUNCING THAT MR. PAUL DUNCAN BARNFELL

WILL BE ASSOCIATED WITH THE

FIRM AFTER MAY TENTH

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in Antwerp and the prospects in this field did not look bright. So Plantin opened a shop where he sold prints and books, while his wife sold haberdashery "on the side." To employ

6 Point Ludlow 39-L Plantin — Length of lower-case alphabet: 84 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned

10 Point Ludlow 39-L Plantin — Length of lower-case alphabet: 131 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers

8 Point Ludlow 39-L Plantin — Length of lower-case alphabet: 109 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame in the Flemish city of Antwerp. Born 1514

12 Point Ludlow 39-L Plantin — Length of lower-case alphabet: 154 points

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? ( ) — ff fi ffi fl ffl
a b c d e f g h i j k l m n o p q r s t u v w x y z

Characters listed below sold separately

[ ] %

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in Antwerp and the prospects in this field did not look bright. So Plantin opened a shop where he sold prints and books, while his wife sold haberdashery "on the side." To employ his spare time he did bookbinding

6 Point Ludlow 39-LI Plantin Italic — Length of lower-case alphabet: 79 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art

10 Point Ludlow 39-LI Plantin Italic — Length of lower-case alphabet: 124 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in this field

8 Point Ludlow 39-LI Plantin Italic — Length of lower-case alphabet: 105 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp.

12 Point Ludlow 39-LI Plantin Italic — Length of lower-case alphabet: 149 points

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? ( ) — ff fi ffi fl ffl
a b c d e f g h i j k l m n o p q r s t u v w x y z

Characters listed below sold separately

ℑ [ ] %

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT 1514, HE LEARNED THE ART OF PRINTING AND BOOKBINDING AT CAEN. DUE TO LIMITATIONS ON RELIGIOUS FREEDOM IN FRANCE, PLANTIN LEFT PARIS IN 1548 AND SETTLED IN ANTWERP. THERE WERE MANY PRINTERS THEN AT WORK IN ANTWERP AND THE PROSPECTS IN THIS FIELD DID NOT LOOK BRIGHT. SO PLANTIN OPENED A SHOP WHERE HE SOLD PRINTS AND BOOKS, WHILE HIS WIFE SOLD

6 Point Ludlow 39-L Plantin Small Caps

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABO

10 Point Ludlow 39-L Plantin Small Caps

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT 1514, HE LEARNED THE ART OF PRINTING AND BOOKBINDING AT CAEN. DUE TO LIMITATIONS ON RELIGIOUS FREEDOM IN FRANCE, PLANTIN LEFT PARIS IN 1548 AND SETTLED IN ANTWERP.

8 Point Ludlow 39-L Plantin Small Caps

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLE

12 Point Ludlow 39-L Plantin Small Caps

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &

FIVE KILLED 89
In airplane wreck

24 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 276 points

ALL-SLUG FORMS 90
Are imposed more easily

18 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 206 points

COMPOSITOR CAN NOW 57
Enjoy all the advantages of the Ludlow method of composition

14 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 161 points

FLOWER SHOW TO BE HELD 45
For professors and college students in the Garfield Park Conservatory

12 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 141 points

OLD TIME PRINTERS HOLD BIG 14
Banquet to honor Benjamin Franklin's fame as a great printer and statesman

10 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 127 points

QUALITY COMPOSITION IS ASSURED TO 58
Up-to-date printing plant owners who have had the Ludlow installed in their composing rooms

8 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 101 points

A LARGE SUPPLY OF ORNAMENTS APPROPRIATE FOR 56
Use with Ludlow typefaces, for borders, patterns and over-all designs is readily available to the progressive printing plant

6 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 84 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? — ( )

Characters listed below sold separately
[ ]

INSURES A 2
Cleaner effect

72 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 768 points

WRITERS TO 3
Meet in Madison

60 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 641 points

PUBLICATIONS 31
Endorse this design

48 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 530 points

EXHIBIT OF RARE 41
Books to open Monday

42 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 457 points

LEGIBLE TYPEFACE 56
For really effective display

36 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 402 points

NEW SPECIMEN SHOWING 67
Of typefaces is being completed

30 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 328 points

HOTEL REGIS

Guest rooms are spacious and most comfortably furnished; dining rooms of the highest quality; service skilled, courteous; location most convenient; but, above all, you will appreciate the atmosphere which characterizes Hotel Regis.

SINGLE ROOMS WITH BATH $6 UP
DOUBLE ROOMS WITH BATH $8 UP
SUITES $12 UP

Lincoln Avenue at Broadway, New York

KING MIDAS ROSES



$1.50 EACH

Acclaimed by all the nation as the only everblooming climbing Rose. Awarded the Certificate of Merit at the International Flower Show.

Revere Park Gardens
62 Elm Street, Lexington, Georgia

american music

by Donald Roeder

the author of the popular "American Folksongs" and columnist for the Sun

CREW & DONALDSON
3400 Fairbanks Avenue, Chicago, Illinois

Real happiness comes only to those whose security is guaranteed by sound investments

NORTHERN BANK

Ludlow Bodoni Modern Italic. . . .

is a truly spirited yet graceful and dignified italic. A few examples reproduced here provide graphic evidence of its real versatility.

The January Issue of

GARDENING

featuring

Design Trend of the American Tropics

On sale by newsdealers, May 9

Mid-Winter

Sale..

MINK

The aristocrat of all fine furs. The coats on sale are made of prime, selected pelts, expertly fashioned into truly superb garments. Prices start at

$1500

Northern Back

MUSKRAT

$195

BROOKS

Oak Park • Evanston



BLUE AND GOLD ROOM

The Lovely

CAMELLA

sings at dinner and supper

continuous dancing to Douglas Jackson and his orchestra and Herbie Millar's grenadiers

HOTEL REGIS

OFFERING 5
Original styles

72 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 733 points

ADVERTISER 5
Demands quality

60 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 612 points

A RECOGNIZED 23
Authority on printing

48 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 482 points

CUT YOUR COSTS 56
By installing this system

42 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 418 points

EFFECTIVE DISPLAY 78
Is attainable with this system

36 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 366 points

MANY NEWSPAPERS FIND 90
Ludlow valuable for setting heads

30 Point Ludlow 3-MI Bodoni Modern Italic — Length of lower-case alphabet: 304 points

DESIRES THE 50
Newest type designs

24 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 247 points

MASTER PRINTERS 23
Prefer the Ludlow system

18 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 187 points

SOCIAL CLUB MEMBERS 45
Hold annual luncheon Monday

14 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 150 points

QUALITY COMPOSITION IS 67
Assured when set on this new system

12 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 140 points

LUDLOW ITALICS ARE NOW IN 56
Demand by leading advertising agencies and printing buyers all over the country

10 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 117 points

PRODUCTION COSTS ARE LOWERED BY 89
The installation of the Ludlow system of composition in the composing room of any progressive print shop

8 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 95 points

CHANGES ON THE PRESS ARE MADE QUICKLY BY THE 23
Use of the Ludlow system of all-slug hand composition thus saving printers and publishers hundreds of dollars each year

6 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 79 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? – ( )
ff fi ffi fl ffl

The 6, 8, 10, 12, and 14 point sizes are roman body matrices

Characters listed below sold separately

% [ ]

SUPERINTENDENT 90
Of large newspaper who authorized the purchase of Ludlow equipment for display composition says it has afforded his plant a very substantial saving

18 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 196 points

BOX PLANT OPERATORS 52
Will find a Ludlow equipment an invaluable asset to their printing departments not only because of the unlimited supply of sharp new typefaces provided but also from a standpoint of improved quality in their completed printing jobs

14 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 148 points

A MOST CORDIAL INVITATION 41
Is extended to printers and publishers to tour the Ludlow manufacturing plant in Chicago. Here may be seen the accurate precision under which the Ludlow and all typeface matrices are manufactured. The tour is climaxed by a demonstration of the Ludlow system that will convince you that your composing room can be operated on a true money-saving basis

12 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 124 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? — ( ) [ ] ·

A BUMPER CROP 12
Of wheat is foreseen by farmers in this territory

42 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 461 points

WESTERN MEDICAL 34
School will graduate largest group of doctors and nurses in its fifty years of existence

36 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 389 points

WHEN LUDLOW FORMS 56
Are sent to the pressroom quality printing at high speed is assured because makeready is reduced to a minimum through the absence of worn and battered single types

30 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 328 points

THE LUDLOW SYSTEM OF JOB 78
And display composition is functioning with great success in many hundreds of fine commercial and newspaper plants the world over which is the real proof of its efficiency and economy of operation

24 Point Ludlow 3-L Bodoni Light
Length of lower-case alphabet: 268 points

DEPEND UPON 12
Ludlow to give years of trouble-free usage

48 Point Ludlow 3-LI Bodoni Light Italic

Length of lower-case alphabet: 519 points

A FULL KERNING 34
Unbreakable italic that has fine characteristics

42 Point Ludlow 3-LI Bodoni Light Italic

Length of lower-case alphabet: 456 points

QUALITY PRINTING 56
Is produced with rapidity and greatest efficiency in the Ludlow-equipped shop

36 Point Ludlow 3-LI Bodoni Light Italic

Length of lower-case alphabet: 400 points

THE PUBLISHER WHO IS 78
Interested in producing a lively publication from standpoint of typography will achieve success by the use of Ludlow typefaces

30 Point Ludlow 3-LI Bodoni Light Italic

Length of lower-case alphabet: 335 points

PROBLEM OF 90
Importance will be discussed by group of county officials

24 Point Ludlow 3-LI Bodoni Light Italic
Length of lower-case alphabet: 267 points

LUDLOW QUALITY 63
Display faces are used in hundreds of the country's largest newspaper plants

18 Point Ludlow 3-LI Bodoni Light Italic
Length of lower-case alphabet: 197 points

PRESSROOMS FUNCTION 72
Far more efficiently when they are supplied with forms that are new and level in height-to-paper

14 Point Ludlow 3-LI Bodoni Light Italic
Length of lower-case alphabet: 153 points

PRINTING PLANTS EQUIPPED 58
With the Ludlow system of hand-set slug-cast display composition are in a position to lower considerably their labor and other shop operating costs

12 Point Ludlow 3-LI Bodoni Light Italic
Length of lower-case alphabet: 130 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z

. : , ; - ‘ ’ ! ? —

BUILDS NEW 19
Addition to plant

24 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 288 points

WORK TO START 23
On new subway Monday

18 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 211 points

SIXTEEN KILLED IN BIG 45
Railroad disaster in Michigan

14 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 166 points

A PROGRESSIVE PUBLISHER 67
Installs the Ludlow all-slug system

12 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 139 points

PRINTERS IN CHICAGO MEET TO 81
Discuss the effect that the new wage bill just passed will have on printing industry

10 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 123 points

MODERN EQUIPMENT NECESSARY IF THE 29
Printer wishes to realize a profit on his investment and to produce work that will assure future orders

8 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 98 points

PRINTERS USING THE LUDLOW SYSTEM NEED HAVE 20
No fear of broken letters or the worry of running out of sorts which increase the non-productive hours in the composing room

6 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 77 points

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. : , ; - ‘ ’ ! ? — ( ) [ ]

Characters listed below sold separately

ff fi ffi fl ffl

Available in sizes from 6 to 48 point inclusive

%

The per cent mark is sold separately

For fractions see fraction specimen pages

Short Descender Alternative Characters (cap Q, lower-case g j p q y) are available in the 60 and 72 point sizes.

BARGAIN 2
Sale Monday

72 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 844 points

RARE BOOK 3
Sold at auction

60 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 704 points

BOLD DESIGN 34
For newspaper ads

48 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 577 points

OLD PAINTINGS 56
Destroyed in disaster

42 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 488 points

A REPRODUCTION 78
Of an old Roman village

36 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 429 points

RECORD CROWD WILL 91
Attend opening of exposition

30 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 366 points

BIG SALE 3
Of new hats

72 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 888 points

ORGANIZES 4
City civic club

60 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 746 points

ART EXHIBIT 51
Will open Sunday

48 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 606 points

A HISTORY OF 78
Printing in Indiana

42 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 531 points

LUDLOW ITALICS 64
Stand severe pressures

36 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 462 points

NEW LINES FOR EACH 10
Job cuts time in pressroom

30 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 388 points

PUBLISHER 23
Endorses system

24 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 310 points

A FINE SPECIMEN 41
Of rare fossil is found

18 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 223 points

VALUABLE TIME SAVED 51
By using modern machinery

14 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 174 points

ALTERATIONS ARE EASILY 89
Made by using the Ludlow system of slug composition and make-up

12 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 147 points

SPECIMENS OF TYPEFACES FOR 21
Use in the newspaper advertising field are being issued by Ludlow Company

10 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 130 points

TRADITIONAL AND MODERN TYPEFACES 23
Are easily available to the layout man in the shop which has the Ludlow system of slug composition

8 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 100 points

PRODUCTION COSTS ARE LOWER SAYS THE GENERAL 10
Manager of a printing plant that has recently installed this all-slug system of composition for setting jobs and display

6 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 82 points

The 6, 8, and 10 point sizes of Bodoni Bold Italic are Roman body matrices

Characters in Complete Font

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? —

Characters listed below sold separately

ff fi ffi fl ffl

Ligatures 18, 24, 30, 36, and 48 point

A B C D M N
P R S W

Swash Characters 18 pt. to 36 pt.

PRINTERS TO 89
Convene Monday

36 Point Ludlow 3-BEC Bodoni Campanile
Length of lower-case alphabet: 287 points

CONDENSE 3

96 Point Ludlow 3-BEC Bodoni Campanile (Caps only)

NEW TYPEFACES 12
For advertising field

30 Point Ludlow 3-BEC Bodoni Campanile
Length of lower-case alphabet: 243 points

AN ADDITION TO 4
The Bodoni family

72 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 585 points

LUDLOW TYPEFACES 10
Permit the layout man to plan fine looking layouts

24 Point Ludlow 3-BEC Bodoni Campanile
Length of lower-case alphabet: 197 points

TALL AND STATELY 2
Design for display ads

60 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 486 points

DESIGNS CONDENSED LETTER 23
That can be used to advantage in newspaper headlines and display

18 Point Ludlow 3-BEC Bodoni Campanile
Length of lower-case alphabet: 148 points

THIS DESIGN WILL BE 23
Found ideal in setting heads

48 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 386 points

THE LUDLOW SYSTEM OF ALL-SLUG 85
Composition allows the compositor to set display and make-up ads exceptionally fast

14 Point Ludlow 3-BEC Bodoni Campanile
Length of lower-case alphabet: 115 points

Characters in Complete Font
(14 to 72 pt. inclusive)

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? — ( ) [ ] ·

Characters listed below sold separately

%

Parentheses, Brackets and Ornaments available in 96 point size but not included in font

For fractions see fraction specimen pages

A NEW LUDLOW TYPEFACE 45
Suitable for use by newspapers in heads and local advertising

42 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 335 points

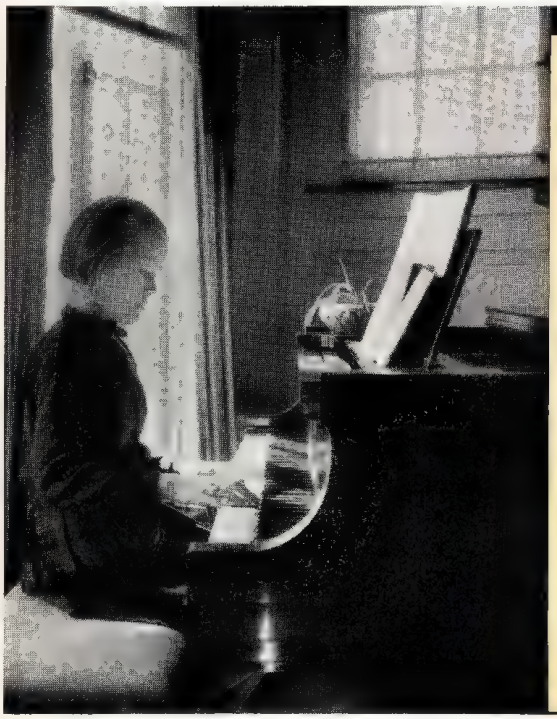
STANDARD LINE
of Metal Caps for the Sealing of Foods in Glass Jars

Factories in Cleveland and Salt Lake City

FROM THE LIBRARY OF

PIERPONT LEE

EVERGREEN PARK
CLEVELAND



The Pianoforte has been the basic instrument for musical education, ever since the days of Beethoven and Bach. Your child needs a good start in life—a musical background that can be enjoyed throughout his life. Time only will tell whether early instruction will lead to a career in music.

STEINWAY

DESIGNS 67
Rare models

24 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 386 points

GOOD DESIGN 10
For display heads

18 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 284 points

VALUABLE TIME IS 11
Saved with this system

14 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 216 points

DISPLAY TYPEFACES 45
Are ever in active demand

12 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 186 points

A LUDLOW TYPE DESIGN 12
For newspaper display heads

10 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 167 points

MANY PRINTERS PREFER TO 34
Set their jobs on the Ludlow system
because they never run out of sorts

8 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 146 points

LUDLOW SPACES ARE UNIVERSAL WITH 51
Never any shortage the same spaces being
used for all sizes from six to forty-eight point

6 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 115 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ‘ ’ ! ? – ( ) [ ] *

The per cent mark is made for all sizes.
It may be purchased separately.

%

For fractions see fraction specimen pages

A SALE 5
Of gowns

72 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 1151 points

ANNUAL 2
Dollar sale

60 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 991 points

EXHIBITS 34
To open today

48 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 757 points

TRADITION 56
Annual fall sale

42 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 660 points

SPECIMENS OF 81
Old typeface found

36 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 566 points

REPRODUCTIONS 90
Of well known designs

30 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 479 points

FOR BEAUTY



martha
SALON

JERRY JERRO

and his orchestra

now playing in the

HAWAIIAN ROOM
HOTEL BREANT

schubert beethoven bach mussorgsky rubinstein gounod elgar carpenter massenet de koven offenbach haydn handel wagner mozart ravel dvorak sinding grieg mendelssohn chopin franz halfe bizet schumann cui

A GUIDE TO GOOD MUSIC

INSTITUTE CONCERT SERVICE

The Cowboy's Cathedral



by ANDREA WALLACE



Come to

WISCONSIN

for a

Perfect Vacation

Kennel

Club

Show

COLISEUM

May 6 and 7



★ ★

Sargent

BAG EVENT

Final Clearance

$7.50

Formerly to $35

Frances Sargent

Fifth Avenue

★ ★

A. C. PENROSE & CO.

Engineers for 50 years

CLEVELAND · SAN FRANCISCO



Industrial Plants · Plans and Designs · Power

Location Studies · Water Supply and Treatment

PRINTER 12
Bold face for display head

48 Point Ludlow 3-HI Bodoni Black Italic

Length of lower-case alphabet: 806 points

AMERICAN 35
Beats record in a one mile race

42 Point Ludlow 3-HI Bodoni Black Italic

Length of lower-case alphabet: 703 points

SPECIMEN OF 41
A new typeface in extra black design for use in display

36 Point Ludlow 3-HI Bodoni Black Italic

Length of lower-case alphabet: 593 points

MANY LEADING 67
Daily papers are now using the Ludlow for their news heads and for display headlines

30 Point Ludlow 3-HI Bodoni Black Italic

Length of lower-case alphabet: 507 points

EXHIBIT 81
Of old prints opens today

24 Point Ludlow 3-HI Bodoni Black Italic
Length of lower-case alphabet: 409 points

AUTO SHOW 90
Will open today with a complete line of new cars

18 Point Ludlow 3-HI Bodoni Black Italic
Length of lower-case alphabet: 308 points

COSTS LOWERED 21
By the installation of the Ludlow system of all-slug composition

14 Point Ludlow 3-HI Bodoni Black Italic
Length of lower-case alphabet: 236 points

THE FLEXIBILITY 34
Of the Ludlow makes it an invaluable asset to a printer who is interested in doing high class work

12 Point Ludlow 3-HI Bodoni Black Italic
Length of lower-case alphabet: 205 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ‘ ’ ! ? – ( ) [ ] •

Characters listed below sold separately

ABDMNPYW

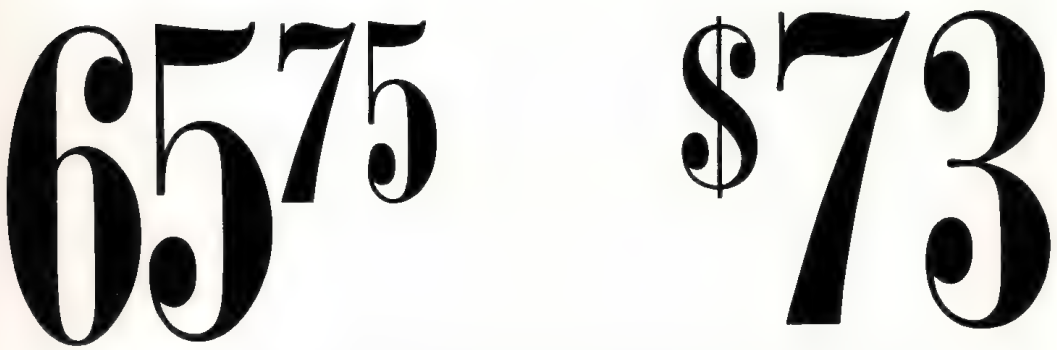
Swash Characters are made for all sizes but are not included in the regular fonts

%

The per cent mark is made for all sizes



240 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures
with 120 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures and Dollar Sign



144 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures
with 96 Point (regular) Ludlow 3-BEC Bodoni Campanile Superior Figures and Dollar Sign

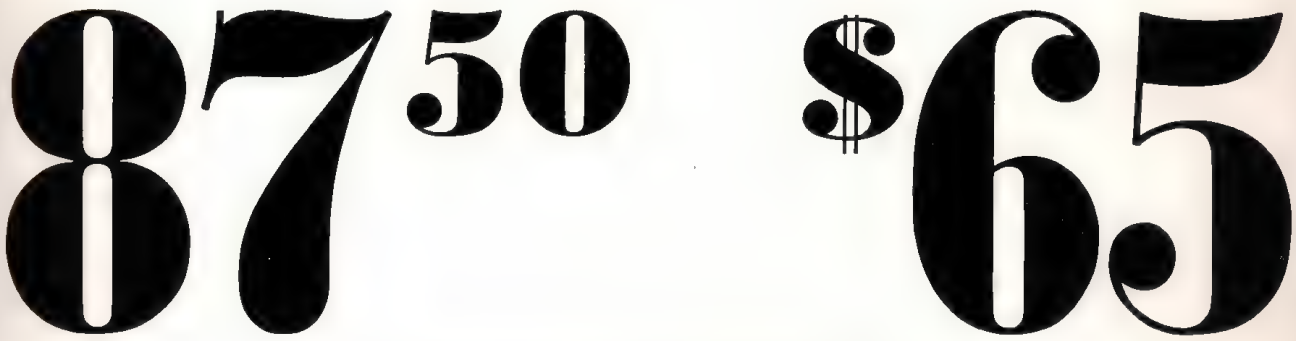


120 Point (Title) Ludlow 3-BEC Bodoni Campanile
Advertising Figures with 72 Point (regular) Ludlow
Bodoni Campanile Superior Figures



96 Point (Title) Ludlow 3-BEC Bodoni Campanile
Advertising Figures with 48 Point (regular) Ludlow
Bodoni Campanile Dollar Sign

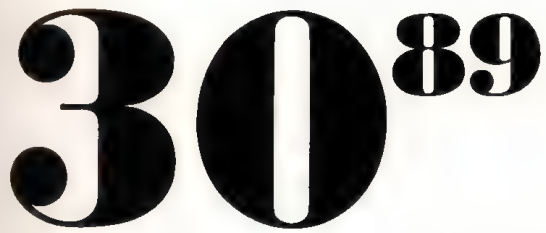
These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.



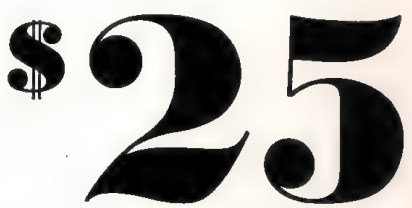
144 Point (title) Ludlow 3-H Bodoni Black Advertising Figures
with 72 Point (regular) Ludlow Bodoni Black Superior Figures and Dollar Sign



120 Point (title) Ludlow 3-H Bodoni Black Advertising Figures
with 60 Point (regular) Ludlow Bodoni Black Superior Figures and Dollar Sign



96 Point (title) Ludlow 3-H Bodoni Black Advertising Figures
with 48 Point (regular) Ludlow Bodoni Black Superior Figures



84 Point (title) Ludlow 3-H Bodoni Black Advertising Figures
with 42 Point (regular) Ludlow Bodoni Black Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

Ideal Script Face 73
That can be effectively
used in fine composition
requiring dignified style

30 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 206 points

Originator of Fine 8
Gowns for eveningtime

72 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 478 points

New Wells Street Store 10
Is showing quality footwear
and a line of stylish apparel

24 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 168 points

Moonlight Excursions to 7
Continue through summer

60 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 397 points

Photographers' Convention Begins 62
With large exhibit of examples of good
commercial photography and portraits

18 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 120 points

Distinguished Visitor From 71
Europe is being entertained here

48 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 307 points

Director of Music for Board of Education 80
Reveals his plans for extensive changes in present
musical activities of elementary school students

14 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 92 points

Newly Built Country Estate Of 51
Socially prominent couple will soon
be formally opened with a gay party

42 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 270 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? — ( ) [ ]

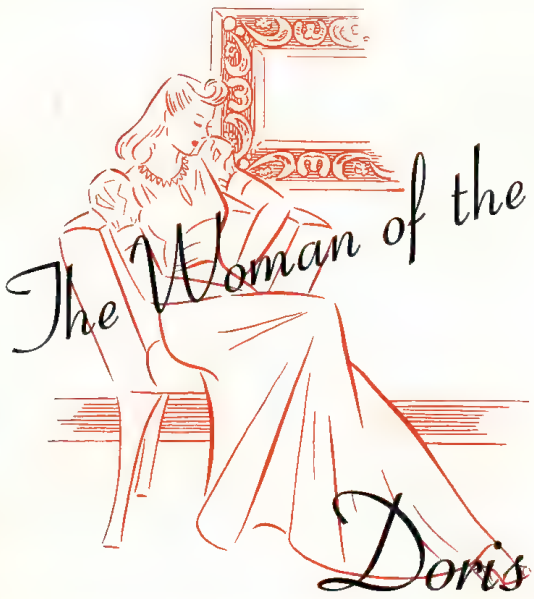
The per cent mark is sold separately

%

For fractions see fraction specimen pages

Golden Wedding Celebration Will 68
Be held at the community field house for
most popular member of the city civic league

36 Point Ludlow 42-MIC Coronet
Length of lower-case alphabet: 239 points

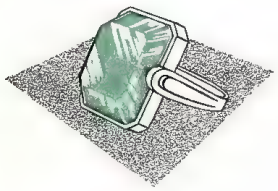


The Woman of the Hour

Here is a new way to look in the evening, with the sparkle of the evening star glamorously portrayed

Doris FIFTH AVENUE AT TWELFTH

Jewel Creations



an outstanding collection of exquisite modern jewelry

Now on display

Levoir *EIGHTH & ELM*



A Home of Peaceful Environment

The Michigan Shores

900 LAKE SHORE DRIVE

Sandra

14 EAST PARKWAY DRIVE

The smartest summer creations from Hollywood especially designed for your formal evening vacation dancing pleasure. . . .

BRANCH STORE, 80 ELM AVENUE

The White Gate



Your invitation to genuine hospitality

BUTTERFIELD AND YORK ROADS

New Books on Travel

Through Mexico GERALD DORNE

Down in Argentine JOHN DENIS

Skyward Bound MARK SIMPSON

Knoll, Inc. 434 WOODWARD AVENUE, CHICAGO

Dyke Mansion 8
Is city show place

72 Point Ludlow 42-BIC Coronet Bold — Length of lower-case alphabet: 531 points

Storage Warehouse 9
Leased by auto dealer

60 Point Ludlow 42-BIC Coronet Bold — Length of lower-case alphabet: 442 points

Corporation Establishing 71
Offices throughout the state

48 Point Ludlow 42-BIC Coronet Bold — Length of lower-case alphabet: 351 points

New Vehicle Laws Deemed 89
Responsible for large decrease in
accidents during the past month

42 Point Ludlow 42-BIC Coronet Bold — Length of lower-case alphabet: 307 points

Candidate Makes Final Speech 43
In a heated campaign for re-election
to office on the city board of appeals

36 Point Ludlow 42-BIC Coronet Bold — Length of lower-case alphabet: 267 points

A Bold Script 69
Of a superior design
such as this finds its
place with any plant

30 Point Ludlow 42-BIC Coronet Bold
Length of lower-case alphabet: 228 points

Interesting Effect Is 45
Obtained with the proper
use of this beautiful script

24 Point Ludlow 42-BIC Coronet Bold
Length of lower-case alphabet: 184 points

Composing Room of Evening 86
Globe has increased its efficiency
with the Ludlow all-slug system

18 Point Ludlow 42-BIC Coronet Bold
Length of lower-case alphabet: 139 points

Every Line of Composition Set on the 93
Ludlow is positive in height thereby assuring
far greater profit from your press equipment

14 Point Ludlow 42-BIC Coronet Bold
Length of lower-case alphabet: 106 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ‘ ’ ! ? – ( ) [ ]

The per cent mark is sold separately

%

For fractions see fraction specimen pages

The Ludlow 73 System proves its merit to the quality printers

36 Point Ludlow 38-HIC Hauser Script
Length of lower-case alphabet: 311 points

No Broken or Worn 40 Letters for pressmen to contend with after the forms go to press when pages are set and made up the sure Ludlow way

24 Point Ludlow 38-HIC Hauser Script
Length of lower-case alphabet: 207 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
.:,;-''!?()[]—•

The per cent mark is sold separately

%

For fractions see fraction specimen pages

Biggest Event 8 Of the season to draw big crowds

72 Point Ludlow 38-HIC Hauser Script

Length of lower-case alphabet: 645 points

A Better Quality 6 Of printing always fulfills its purpose

60 Point Ludlow 38-HIC Hauser Script

Length of lower-case alphabet: 540 points

Advertising Contract 16 Recently accepted by an agent calls for extensive coverage in all magazines

48 Point Ludlow 38-HIC Hauser Script

Length of lower-case alphabet: 420 points

Fortunes at your Door. .

From the traffic stream paying customers stop at the Eastern banner in fifteen states. Wayside restaurants operating under our exclusive franchise succeed with our tested methods.

Eastern Enterprises, Inc.

A system of owner-operated wayside restaurants



To His Health. .
To His Future. .

Morton's

BABY FOODS

Four Pointers for Investors. . .

- Selected list of 25 conservative industrials for investment
- Select bonds—industrials, utilities and rails for income
- A selection of active stocks for later increase
- Best buys in stocks and bonds in today's market

The American Investment Syndicate, 63 E. 42nd STREET, NEW YORK CITY

Sally's
MAYONNAISE
Kitchen Fresh
Sally's Inc., Minneapolis

The Delaware Co.
Hardware
CORNER SECOND AVENUE NORTH AND BROMPTON STREET
The most complete line of high grade
Tools ever assembled under one roof
Delaware for Hardware

LAURENT SALON

Beauty Secrets...
Secrets gleaned from years of experience in beauty shops and in laboratories of Fashions Inc. ...Scientifically tested cosmetic formulas proved to be harmless to the skin or health . . . These are yours at the Laurent Salon ably operated by Fashions Inc.
Fashions Inc.

18
Smithson
18 Sporty Holes
DAILY FEE
Golf Club
Junction Routes 1-21

Build New 9 Planes here

72 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 829 points

Rail Officers 6 Reinstate men after acquittal

60 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 704 points

Predict Upturn 13 In freight traffic for central states

48 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 542 points

State Engineers Plan 40 New auto traffic artery in hundred mile stretch leading to national park

36 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 413 points

New Rates 38 On insurance will raise the annual sales

30 Point Ludlow 36-BIC Mandate
Length of lower-case alphabet: 350 points

Fortune Made 46 By farmer after land yields tons of select iron ore

24 Point Ludlow 36-BIC Mandate
Length of lower-case alphabet: 262 points

Leading Department 46 Store to construct three new departments to take care of future demands

18 Point Ludlow 36-BIC Mandate
Length of lower-case alphabet: 192 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z
. : , ; - ' ' ! ? ( ) [ ] —
of on or 's 't ' .

Characters listed below sold separately

¢ £ %

Demonstration 12
Of all-slug system
creates a sensation

30 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 256 points

Print Direct From 41
Ludlow sluglines and
thus avert unnecessary
expense for electrotypes

24 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 217 points

No Aggravating Hunting 21
For sorts in composing rooms
that are now equipped with the
indispensable Ludlow system

18 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 156 points

Pressroom Production Is Speeded 72
Up since evenness in height of Ludlow
slug composition eliminates much of the
time taken for make-ready of worn type

14 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 127 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ‘ ’ ! ? ( ) [ ] —

The per cent mark is sold separately

%

Party Leader 8
Chooses his aid

72 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 648 points

Local Boy Wins 3
Amateur golf meet
for the second time

60 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 567 points

New Publication On 61
Subject of gardening to
go on sale within a week

48 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 429 points

Railroad Issues Pamphlets 47
In preparation for a great drive
to stimulate interest in the newly
developed northern vacationland

36 Point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 321 points

Chrysanthemum Show

October 10 to 31

Woodland Gardens



Hotel Belvidere

1-2-3 ROOMS PLUS KITCHEN

RETURN ENGAGEMENT

The Mozart Quintette

Due to the enthusiastic reception given The Mozart Quintette in their appearance last week, it has been decided to bring them back for one more concert before they return to Europe. This is positively the last appearance in America.

Sunday, November 16th at 8:30 p. m.

Orchestra Hall



The Institution of Service

EVERY ORGANIZATION has an ideal which guides its early development and distinguishes the service that it renders in its mature years. The guiding ideal of this bank has always been service. Service in its fullest sense, regardless of how large or small the account. A bank with a highly trained organization will give you expert and courteous attention on all occasions.

First National Bank of Toledo

LINCOLN STREET AT CENTRAL BOULEVARD

LARGE PRICE 47
Figures efficiently produced on slugs

18 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 264 points

WORST STORM IN 28
Months hits the vicinity causing nine thousand dollar property damage

14 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 207 points

NEIGHBORHOOD NEWS 59
Is the name chosen for a new community newspaper which will come off the press today

12 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 165 points

A TYPOGRAPHICAL DRESS 43
Given to magazine heads and ads with attractive new Ludlow faces proves to be a circulation builder

10 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 147 points

BRIGHT NEW TYPEFACES CAST ON 76
The Ludlow in solid sluglines ensure a sharp printing job for every client. Get the facts about the Ludlow system now

8 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 121 points

SET AND CAST TYPE FORMS IN MULTIPLE 90
With the Ludlow and increase your pressroom production. Each line in a job need only be set one time and recast as many times as desired

6 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 105 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

LESS TIME 12
Is consumed in makeup of ads

48 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 708 points

COMMITTEE 34
On civic affairs is chosen by mayor

42 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 617 points

ENGINEERS TO 56
Alter plans for large government project

36 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 521 points

PRICELESS GEM IS 78
Brought here by jeweler for two private showings

30 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 424 points

THE HOTEL BUXTON IS 90
Contemplating the building of one hundred additional rooms

24 Point Ludlow 6-ZB Square Gothic
Length of lower-case alphabet: 353 points

CLEVER 5
Ad styling

72 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 1042 points

FAST AND 7
Simpler way

60 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 863 points

PROFITS IN 42
All-slug system

48 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 684 points

REPORT GAIN 75
In linage this year

42 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 588 points

FINE QUALITY IS 46
Stressed by printers

36 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 509 points

ACCOMPLISH MORE 50
In the systematized plant

30 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 419 points

PRINTERS 48
Organize club

24 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 351 points

FAR GREATER 67
System of display

18 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 271 points

PRODUCES MORE 20
Sluglines with Ludlow

14 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 224 points

NO TYPESETTING JOB 51
Too large for a plant with the speedy Ludlow system

12 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 185 points

THERE IS NO SUCH THING 64
As running out of sorts when Ludlow equipment is installed

10 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 166 points

PLANTS LARGE AND SMALL ARE 38
Now offered an opportunity to install an economical Ludlow all-slug system

8 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 129 points

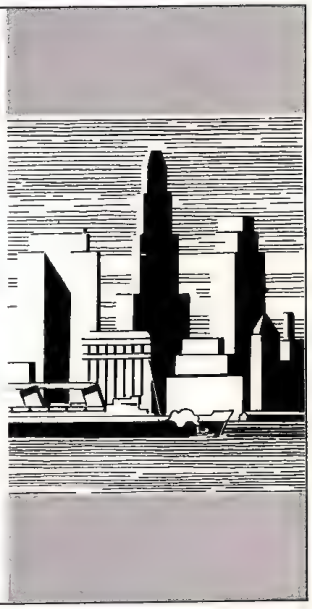
IT IS NATURAL THAT IF A NEWSPAPER 57
Can produce advertisements that are legible and attractive its linage will show an increase

6 Point Ludlow 6-F Franklin Gothic
Length of lower-case alphabet: 108 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

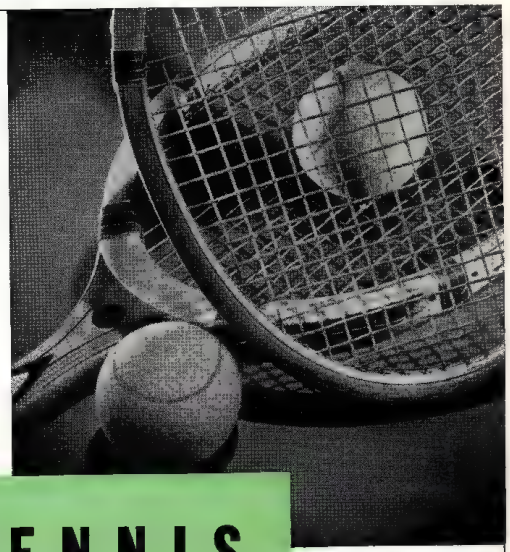
industry
utilities
railroad
banking



DORNE SHOE CO.

DORNE
SHOES

art
EXHIBITION
April 4th to 17th 1941
TRIANGLE
TEA ROOM



TENNIS

the rules and
regulations

WAYNE SPORTING GOODS

ADVERTISING 4
Pays dividends

72 Point Ludlow 6-FEC Franklin Gothic Extra Condensed — Length of lower-case alphabet: 702 points

POWERFUL LINE 2
Attracts the eyes

60 Point Ludlow 6-FEC Franklin Gothic Extra Condensed — Length of lower-case alphabet: 585 points

BRIGHT NEW FACES 12
Cast in solid slug form

48 Point Ludlow 6-FEC Franklin Gothic Extra Condensed — Length of lower-case alphabet: 467 points

DISTRIBUTION TIME IS 34
Chargeable time in jobs or ads set by all-slug system

42 Point Ludlow 6-FEC Franklin Gothic Extra Condensed — Length of lower-case alphabet: 400 points

AN INCREASED OUTPUT OF 56
Display lines is direct result of using a Ludlow all-slug system

36 Point Ludlow 6-FEC Franklin Gothic Extra Condensed — Length of lower-case alphabet: 345 points

AN EDITORIAL 78
On governmental issues wins prize

30 Point Ludlow 6-FEC Franklin Gothic Extra Condensed
Length of lower-case alphabet: 284 points

PUBLISHERS CAN 90
Fulfill all future copy display requirements

24 Point Ludlow 6-FEC Franklin Gothic Extra Condensed
Length of lower-case alphabet: 232 points

DISPLAY COMPOSITION 62
As produced on the Ludlow has many fine advantages

18 Point Ludlow 6-FEC Franklin Gothic Extra Condensed
Length of lower-case alphabet: 185 points

THE LUDLOW SYSTEM SOLVES 17
All of your display requirements efficiently and economically and without fear of type shortages

14 Point Ludlow 6-FEC Franklin Gothic Extra Condensed
Length of lower-case alphabet: 150 points

THE ELROD SLUG AND RULE CASTER 20
Keeps compositors supplied with an abundance of quality spacing material and rule in wide range of thicknesses

12 Point Ludlow 6-FEC Franklin Gothic Extra Condensed
Length of lower-case alphabet: 129 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? ( ) [ ] —

The per cent mark is sold separately

%

For fractions see fraction specimen pages

SOLID SLUG 78
Cast on Ludlow
30 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 315 points

DEMAND USE OF 23
Condensed gothics
24 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 256 points

NEWSPAPER TO GET 80
Higher advertising rates
18 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 192 points

ONE LINE OR A THOUSAND 94
Set in the same face with Ludlow
14 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 151 points

EXTRA EDITIONS OF PRESS TO BE 91
Published with complete election data
12 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 123 points

LUDLOW OFFERS GREAT OPPORTUNITY 81
To printers for increase in plant efficiency
10 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 108 points

NO MATTER HOW LARGE OR SMALL YOUR SHOP 50
May be Ludlow is the answer to all type problems
8 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 95 points

PROOF OF DEPENDABILITY OF THE LUDLOW SYSTEM 37
Is made known in hundreds of testimonials from printers
6 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 84 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
. : , ; - ' ! ? —

The per cent mark is sold separately
%

For fractions see fraction specimen pages
Deluxe Variants available 12 to 72 point

ADVERTISE 8
Daily specials
72 Point Ludlow 6-B Medium Condensed Gothic (Modernized) Length of lower-case alphabet: 769 points

POWER IN THE 2
Big display head
60 Point Ludlow 6-B Medium Condensed Gothic (Modernized) Length of lower-case alphabet: 627 points

HIGH QUALITY 5
60 Point Ludlow 6-B Medium Condensed Gothic—Caps Only. Driven in 7/8-inch matrices.

CUB REPORTERS 71
Get big assignment
48 Point Ludlow 6-B Medium Condensed Gothic (Modernized) Length of lower-case alphabet: 526 points

INCREASED LINAGE 58
Due to wide circulation
42 Point Ludlow 6-B Medium Condensed Gothic (Modernized) Length of lower-case alphabet: 454 points

SHARP NEW TYPEFACES 31
For all display composition
36 Point Ludlow 6-B Medium Condensed Gothic (Modernized) Length of lower-case alphabet: 390 points

WE ARE READY



We are prepared to give you practical financial aid. That many business executives concur in this belief is indicated by the growing number of corporations and associations now serviced by our organization.

WESTCHESTER TRUST COMPANY

news



that is indispensable to you

We give you all the blow-by-blow descriptions, sidelights, summaries and interviews from our ace correspondents who gather the news from the various action spots throughout the world.

Evening Bulletin

Homeward Bound



A new play by the Drama Club of the Brand High School

School Auditorium
8 p.m. March 12

STRAIGHT FROM THE FEED BAG



A Few Facts about the problems of Stock Feed

DREXEL-ANDOVER CO.

INSURING AMERICA

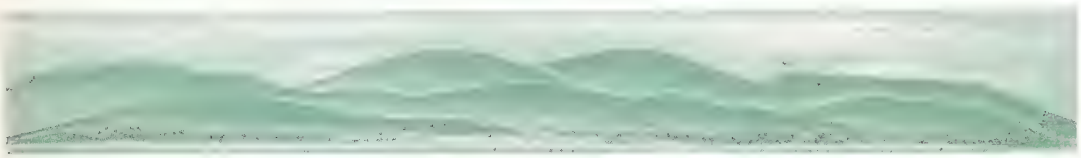


Since 1876 this company has paid its policy holders substantial dividends. We write fire, automobile, theft, tornado, and other insurance policies for preferred risks only.

Mid-West Insurance

Insurance Building • Fort Worth, Texas

NEW HORIZONS BEFORE EVERY YOUNG MAN IN AMERICA DAWNS A NEW DAY



LATENT WITH POSSIBILITIES FOR A GREATER MEASURE OF SECURITY THAN EVER BEFORE

YAWL RACE 4
Friday At Two

72 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

OVERCOATS OF 7
Very Fine Quality

60 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

THE TREND IS TO 12
Ludlow Slug System

48 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

THE FELZ BOAT LINE 34
Speedy Freight Service

42 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

DELUXE VARIANTS HAVE 56
Expressiveness And Power

36 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

FORCEFUL ADS WILL PROMOTE 78
Heavy Selling At Very Small Cost

30 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

STORE FOR MEN 73
Announces Several Additional Lines of Suits and Topcoats for Early Fall Wear

24 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

EXTRA SPECIAL SALE 69
Of All Finer Quality Wash Goods Will Commence on Monday and Continue for the Balance of the Week

18 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

THE RECENT PROGRESS THAT 38
Ludlow has Made in the Design of Excellent Typefaces has been Commented Upon by the Leaders in the Typographic Field all over America and in European Centers

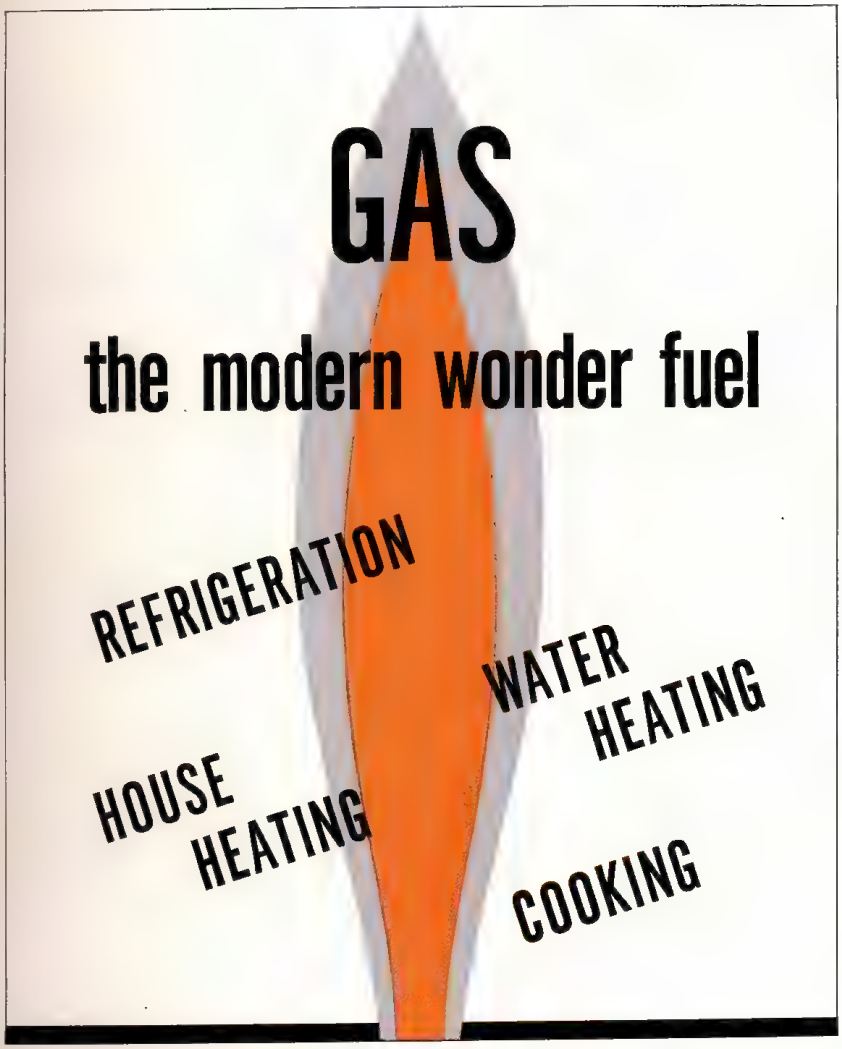
14 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

THIS NEWLY DESIGNED CAP FONT IS 51
Made Expressly for use With the Ludlow Medium Condensed Gothic. New Effect Which is being Continuously Sought by the Advertiser Can now be had in Good Measure With the use of an Occasional Display Line Set in this Attractive Face

12 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

Characters in Complete Font

A C E F G K
L M N R S T
U W X Y
u w x y



Want to protect...
Want to increase...

YOUR CAPITAL

• Conserve and build up your capital by investing in reliable stocks, bonds and commodities. Follow the market intelligently. Keep abreast of trends in price structures, and invest wisely and safely. Our consulting and buying services are ready at all times to assist in investments.

•

Be SAFE, Be SURE, with

SCOTT, BROWNE & SHARP
Brokers in All Kinds of Securities
21 Capitol Street, St. Paul

PLASTICS

do a better job
on some products
than other materials
heretofore used . . .

again. . .
THIS WINTER come to the
SUNNY SOUTHWEST

The mecca of sun seekers invites you to visit the beautiful Southwest where the sun always shines and the warm, mellow days are filled with enjoyment.

SOUTHWESTERNERS, INC., Phoenix

TRUCKING FIRMS 2
Increase their rate

72 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 567 points

APPROVE FUNDS FOR 9
Huge municipal airport

60 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 471 points

COUNTY COMMISSIONER 48
Reports on road conditions

48 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 374 points

SUBURBAN TOWNS BEGIN A 98
Drive to eliminate speed traps

42 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 330 points

NEW MODEL AUTOMOBILES TO BE 56
On display in showrooms this month

36 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 276 points

THE SUPERIOR QUALITY OF LUDLOW SLUGS 25
Is verified in test under stereotyping pressure

30 Point Ludlow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 217 points

NEWSPAPERS REPORT 72
Increased subscriber lists

24 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 187 points

LUDLOW TYPEFACES FAVORED 61
For large advertising campaigns

18 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 148 points

NO BATTERED OR BROKEN LETTERS IN 30
Composition set the sensible Ludlow way

14 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 113 points

EXTRA HOURS SPENT IN DISTRIBUTING SINGLE 34
Types are eliminated after installation of Ludlow

12 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 96 points

NEWSPAPER PUBLISHER SAYS THAT COST OF SETTING 58
Display lines has been cut considerably with the Ludlow

10 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 83 points

WITHIN A VERY SHORT TIME COMPOSITORS WILL FIND 64
Themselves accomplishing great things with the Ludlow

8 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 84 points

THE RELIABILITY OF THE LUDLOW SYSTEM OF COMPOSITION IS 36
Completely verified by hundreds of testimonial letters from users

6 Point Ludlow 6-C Condensed Gothic (Modernized)
Length of lower-case alphabet: 73 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
. : , ; - ' ! ? —

The per cent mark is sold separately

%

For fractions see fraction specimen pages

TWENTY PAGES OF GROCERY ADS SET ON NIGHT SHIFT

"Our ad composition problems have been minimized through the use of the Ludlow," says the mechanical superintendent of a large California newspaper, "mainly because of the never-ending supply of type on hand at all times.

"This is especially noticeable in the food market composition for we often set as many as twenty pages of food ads on a single night shift, all the display of which is produced with the Ludlow.

"We feel that the Ludlow has in no small way been responsible for our ability to meet severe competition in publication work, at the same time maintain high quality composition."

36 Point Ludlow 6-H Headline Gothic

LUDLOW SLUGS STAND UP UNDER DRY MATS

"There was doubt in my mind," writes a Pennsylvania composing room foreman, "whether a Ludlow slug could be made that would stand up under the high pressure necessary to mold a dry mat successfully. But I have had all my fears dispelled, as we have not had a broken-down line since we have been using the new Ludlow.

"I recommend the Ludlow system of ad composition as a time and labor saver. We spend less money for its up-keep than for any other machine."

30 Point Ludlow 6-H Headline Gothic

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
. : , ; - ‘ ’ ! ? —

MODERN TYPOGRAPHY FOR ADS WITH LUDLOW

The modern newspaper, to keep up with the times, needs equipment which will enable it to present an up-to-date appearance typographically. One prominent Illinois newspaper composing room superintendent has this to say about results from using Ludlow.

"Thanks to Ludlow, we have greatly improved the appearance of our paper, in both advertising and news heads. No other equipment ever put into our plant has proved more helpful or more satisfying. We are now in position to give our advertisers really up-to-date typography — and are they pleased with our better-looking ads!

"Having had experience with other methods of typesetting, we find by comparison that Ludlow provides the most practical, simple and economical system of producing display composition for our composing room."

60 Point Ludlow 6-H Headline Gothic

MAKES EARLIER CLOSING EFFICIENTLY WITH LUDLOW

Earlier closing with more advertising is not easy to accomplish, but this New Jersey mechanical superintendent has the answer. Speaking from experience, he says:

"We bought our first Ludlow in May, 1922, at which time we were running from 8 to 12 pages and only one daily edition. By 1930 we had grown to 24 to 40 pages daily with three editions, and had added another Ludlow.

"Our advertising volume has since increased enormously — and our edition time has been advanced 2½ hours, but this earlier closing is met efficiently by using our Ludlow equipment.

"Any good printer can operate a Ludlow, and there is no non-productive time, no shortage of type, and no storage cost. In my opinion there is no better system known for handling newspaper display composition."

48 Point Ludlow 6-H Headline Gothic

LOWEST MAINTENANCE COST WITH LUDLOW SET DISPLAY

"Maintenance cost is so low," says a Bay State publisher, "that seldom does the Ludlow get into our budget.

"Its simple, sturdy construction keeps upkeep down to a low figure. And I believe that the first unit essential for successful production of a newspaper — regardless of its size — is Ludlow equipment in its composing room.

"While there are a great many advantages in using Ludlow composition, by far the greatest is the never-ending supply of display available, with a new face every time a line is cast.

"An apprentice masters the art of display composition more rapidly with the Ludlow system than he does using single types. Ad compositors assemble Ludlow sluglines much faster than they could make up ads set in single types.

"When display lines are needed Ludlow will do the job with satisfaction."

42 Point Ludlow 6-H Headline Gothic

FORMER SKEPTIC GLAD TO ADMIT HE WAS WRONG IN HIS OPINION OF LUDLOW

"Prior to 1925, I was one of those skeptical fellows when they began to talk Ludlow to me," admitted one of the successful Florida mechanical superintendents. "I just could not 'see' the time spent on distribution of mats.

"I was finally convinced, and two Ludlows were bought. A short time after I had worked out our present system of handling. It was then very easy to 'see' the enormous time saved in assembling ads, the lifting when making up, with no sorts to pick, new type always, and a saving in page cost from ads you can keep standing without pulling sorts.

"What I consider my greatest saving is in the assembly of ads, since during our peak months we hire many new comps not familiar with our shop.

"Some time ago we traded in our old Elrod and installed the latest model. Thanks to the Ludlow Company's products, we are now completely on the non-distribution system."

48 Point Ludlow 6-HP Chamfer Gothic

TIME-STUDY SURVEY PROVES LUDLOW SPEED

To determine the most economical method of handling his display, a Michigan composing room executive carried out an intensive time-study survey before enlarging his Ludlow equipment. Every operation was timed. Hand-set methods were compared with Ludlow methods from accurate records.

After making the time study, this mechanical executive said, "The results of this survey leaving no doubt in our minds, we added the second Ludlow and completed our typeface requirements in the form of Ludlow matrices.

"Our column costs dropped immediately. All our display and running heads are Ludlow-set. I have yet to see a system equal to the Ludlow for display. It is the fastest and most economical, and low column cost is our aim."

48 Point Ludlow 6-HP Chamfer Gothic

LARGER VOLUME ADVERTISING HANDLED WITH NO MORE COST

"The Ludlow installed in our plant has exceeded all our expectations," writes a Southern composing room foreman, "improving the appearance of our paper 100% and enabling us to handle a much larger volume of display advertising at no additional cost.

"We have just published our eighty-fifth anniversary edition and it has received much favorable comment as to its beauty and typographical excellence, all due to the beautiful Ludlow faces and the all-new type which our Ludlow gives us in unlimited amounts.

"Our advertising and editorial departments are more than pleased with its performance and you know what that means to the composing room."

The Ludlow is doing as much and more in hundreds of progressive newspapers.

42 Point Ludlow 6-HP Chamfer Gothic

TWO SHIFTS DAILY WITHOUT TROUBLE WITH THE LUDLOW

One of the many reasons why mechanical superintendents praise the Ludlow is because it gives trouble-free performance day after day, due to its mechanical simplicity.

An Eastern newspaper plant superintendent writes as follows, "During seven years of operation, the Ludlow has performed an efficient and economical service for us. It has been in operation day and night, and mechanical difficulties are unknown.

"The Ludlow has given us an unfailing supply of new type at all times, which has resulted in bright, new, and unbroken faces for our newspaper heads and advertising display."

36 Point Ludlow 6-HP Chamfer Gothic

BIG DIVIDEND PAYERS --LUDLOW AND ELROD

"A thorough investigation by our plant superintendent showed us that we could get our production out if we installed Ludlow and Elrod equipment," said the publisher of a large New York State newspaper and circular printing plant.

"Both were installed and have, without a doubt, proven to be real dividend payers of the finest kind. It would be impossible for us to produce our large newspaper daily, as well as the millions of circulars we print monthly, were it not for Ludlow and Elrod equipments."

30 Point Ludlow 6-HP Chamfer Gothic

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

. : , ; - ‘ ’ ! ? —

ADVERTISING 23 A NEW PRODUCT

84 Point Ludlow 6-BCT Gothic Bold Condensed Title

COUNCIL MEETS 14 WEDNESDAY NIGHT

72 Point Ludlow 6-BCT Gothic Bold Condensed Title

A PRINTING EXHIBIT 15 WILL OPEN AT ALBANY PUBLIC LIBRARY TODAY

60 Point Ludlow 6-BCT Gothic Bold Condensed Title

The three sizes of Ludlow Gothic Bold Condensed Title shown above are one and one-quarter inch matrices

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0 — . : , ; - ‘ ’ ! ?

DESIGN NEW 2 AIRPLANE FOR OCEAN FLYING

144 Point Ludlow 6-EC Gothic Extra Condensed

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0 . : , ; - ' ! ?

The matrices for 144 point Ludlow Gothic Extra Condensed are specially engraved from solid blocks of brass and are practically indestructible. Each character is a separate unit, cast the long way of the slug, without mold changes.

On each matrix is engraved the number of points of spacing material needed for that character. This number is reproduced on the slug and does away with guesswork in spacing lines.

These matrices are sold in fonts made up of one matrix for each character shown in the font listing immediately above.



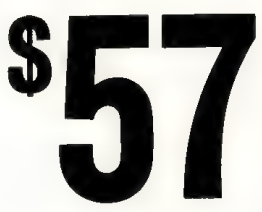
144 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures
with 72 Point (regular) Ludlow Medium Condensed Gothic Superior Figures and Dollar Sign



120 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures
with 60 Point (regular) Ludlow Medium Condensed Gothic Superior Figures and Dollar Sign

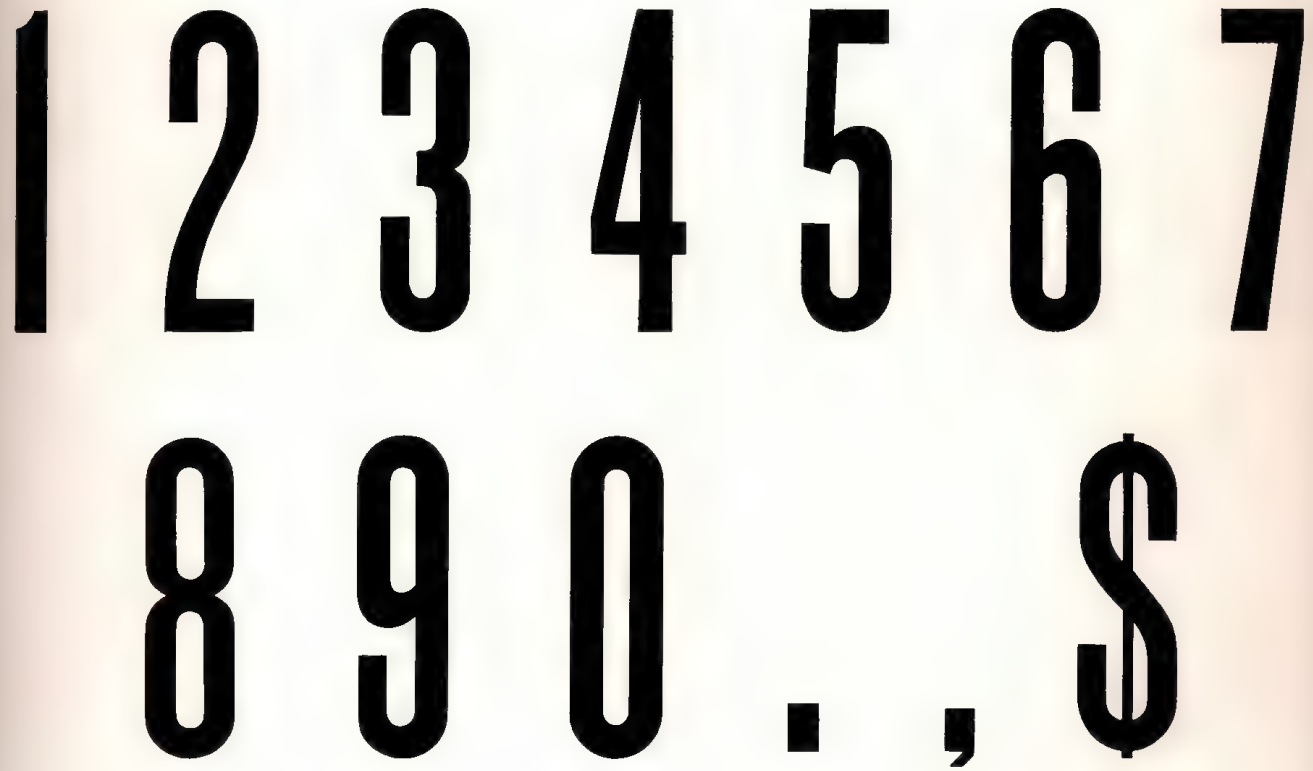


96 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures with 48 Point (regular) Ludlow Medium Condensed Gothic Superior Figures



84 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures with 42 Point (regular) Ludlow Medium Condensed Gothic Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.



The matrices for 144 point Ludlow Gothic Extra Condensed Advertising Figures are engraved in solid blocks of brass and are practically indestructible.

Each character is a separate unit, cast the long way of the slug, without mold changes. On each matrix is engraved the number of points of spacing material needed for that character. This number is reproduced in the slug and does away entirely with guesswork in spacing out the lines.

The engraved brass matrices for these 144 point figures are sold in figure fonts of one set of figures, a period and a comma, and either the dollar sign ($) or the pound mark (£), as desired.

Two Characteristic Uses in Combination with
72 Point Ludlow Medium Condensed Gothic



EIGHT POOR

MEN

By P. Ignatius Parnell

Wherein fortune was found in unexpected places

ECHO PUBLISHING COMPANY
ORLEANS, MASSACHUSETTS

LAWN SOCIAL

AUSPICES OF THE WOMEN'S MUSIC CLUB

Many unusual attractions, novel refreshments and a series of fine amateur acts will be featured at this meeting. Tax 50c.

AUGUST TWELFTH, ON THE CLUB'S LAWN

Reservations now being accepted

THE PERFUME

UNIS

A Delightful Scent!

We are fortunate to be the first to import and market this new French perfume, said by most expert connoisseurs to rival the product of the perfumers of the early tenth century period.

On sale at all our stores

HARTMAN & EARL
CHICAGO · PITTSBURGH · NEW YORK

MEMBER OF THE EUROPEAN CONSERVATORY OF MUSIC

HELD'S

SCHOOL OF MUSIC

FIVE HUNDRED THAYER STREET

VIOLIN · VIOLONCELLO
PIANOFORTE · HARMONY
ORGAN · FLUTE · OBOE

MANY advantages offered by an early registration in our midsummer course, with reduced rates beginning April first, should be heeded. We are extending this offer to the third day of the summer session. It is a wonderful opportunity for the student of slender means for advancement under the most distinguished masters. Earliest applications will receive preferred attention.

UNIQUE HOME 2

60 Point Ludlow 21-OPT Delphian Open Title

POSTERS DESIGNED 34

48 Point Ludlow 21-OPT Delphian Open Title

PRINTERS OF HIGH REPUTE 67

36 Point Ludlow 21-OPT Delphian Open Title

MANY LEADING PRINTING PLANTS ARE 81
NOW INSTALLING THE LUDLOW SYSTEM

24 Point Ludlow 21-OPT Delphian Open Title

NEWCOMB
OF LIVERPOOL, ENGLAND

The Man

HIS domestic habits, when I knew him, were still those of unabated study; he slept in the room joining his library, and was never with his family till the hour of dinner; at these times he would detach himself most completely from his studies, never appearing thoughtful or abstracted; rather sociable, gay, and possessing perfect serenity of mind and equability of temper. He had a great

[21]

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0

. : , ; ' - ' ' ! ? —

Parentheses are sold separately

( )

LUDLOW DELPHIAN OPEN TITLE matrices are available in the four point sizes shown above. These matrices can be purchased in complete fonts or in initial fonts which consist of one matrix each of the twenty-six characters in the alphabet. The sixty point size is cut on one and a quarter inch matrices.

COLLEGE 90
Rowing teams ready for race

24 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 348 points

PROTECTS A 35
Print shop against dreaded hazard of typeface shortage

18 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 275 points

SIMPLE SYSTEM 64
Of setting and casting display faces on solid slugs at a great saving

14 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 228 points

ADVERTISERS ARE 81
Certain to get far greater results from their printed messages if they are set in faces that forcibly attract the reader's full attention

12 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 195 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
ff fi ffi fl ffl
. : , ; - ' ! ? –

Characters listed below sold separately

% [ ] ( )

RENTS 2
Big yachts

72 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 1063 points

FORFEIT 3
Hockey title

60 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 868 points

LOW COST 12
Nets big profits

48 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 716 points

A LENGTHY 34
List of good faces

42 Point Ludlow No. 19 Cameo
Length of lower-case alphabet. 610 points

GARDEN CLUB 56
Gives twelve awards

36 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 515 points

ALL-SLUG SYSTEM 78
Increases plant efficiency

30 Point Ludlow No. 19 Cameo
Length of lower-case alphabet: 420 points

JURIST IS 12
Asked to head
city boys clubs

48 Point Ludlow 19-I Cameo Italic

Length of lower-case alphabet: 792 points

INSPECTOR 34
Of oil industries
named by board

42 Point Ludlow 19-I Cameo Italic

Length of lower-case alphabet: 685 points

INDIAN CHIEF 52
Will give a series of
interesting talks on
habits of his people

36 Point Ludlow 19-I Cameo Italic

Length of lower-case alphabet: 555 points

TOURIST SEASON 78
In mountainous region
will be extended due to
fine climate conditions

30 Point Ludlow 19-I Cameo Italic

Length of lower-case alphabet: 459 points

LUDLOW 90
Pays for itself
in a few years

24 Point Ludlow 19-I Cameo Italic
Length of lower-case alphabet: 374 points

PRESIDENT 58
Confers with the
officials of many
large steel plants

18 Point Ludlow 19-I Cameo Italic
Length of lower-case alphabet: 298 points

MEMBERSHIPS 72
Being offered in the
exclusive Sheldrake
country club of Eily

14 Point Ludlow 19-I Cameo Italic
Length of lower-case alphabet: 256 points

RULEFORMS CAN 43
Be set quickly and most
economically in plants
that are equipped with
the fine Ludlow system

12 Point Ludlow 19-I Cameo Italic
Length of lower-case alphabet: 218 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. : , ; - ' ! ? —

Characters listed below sold separately

( )

TYPEFACES 23
Of finer design 23

24 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 268 points

RECAST LINE 89
To save press time 89

22 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 233 points

LEADING PAPERS 42
Praise Ludlow system 42

18 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 197 points

YOU NEED NOT CAST 21
Big display types for storage 21

14 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 162 points

NO MACHINE OR MOLD 70
Changes necessary with Ludlow 70

12 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 144 points

NEVER IN PRINTING HISTORY 31
Has setting of display lines been so simple 31
as it is today with the efficient Ludlow system

10 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 110 points

A COMPETENT COMPOSITOR BECOMES 95
Efficient Ludlow operator after short practice period 95
which is another fine advantage of the Ludlow system

8 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 93 points

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k
l m n o p q r s t u v w x y z
ff fi ffi fl ffl . : , ; - ‘ ’ ! ? ( ) —

Fonts of all sizes are available with or without supplementary ligatures.

QU Qu f ff fa ffa fe ffe ffn
fo ffo fr ffr fs ffs ft fu ffu fy
ct j [ ]

Quaint characters such as the long S combinations and oldstyle figures are extra. The following are available in 8 to 36 point.

ſ ſſ ſb ſh ſi ſſi ſk ſl ſſl
ſt 1 2 3 4 5 6 7 8 9 0

Oldstyle figures are also available in 42, 48, 60 and 72 point.

GETS A 4
New trial 4

72 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 962 points

QUALITY 9
Ludlow slug 9

60 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 778 points

COMPOSING 95
Room efficiency 95

48 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 573 points

CASLON SERIES 10
Has many fine uses 10

42 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 510 points

DEALER IMPRESSED 28
With advertising results 28

36 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 413 points

THE LUDLOW WILL BE A 67
Valuable addition to your plant 67

30 Point Ludlow 1-TC True-Cut Caslon
Length of lower-case alphabet: 320 points

BIKES

For ten years the Oakes bicycle has proved the popular choice of bicycle users in this country. Its ease of handling makes it highly popular with the youngsters. An ideal Christmas gift for that boy or girl to ride to and from school

OAKES COMPANY
2362 Austin Avenue, Cleveland

HEGBLUMS COMPANY
FLORISTS

SHELDRAKE ROAD
DENVER

Security for the Future

There is nothing like a growing bank account for establishing a sense of security and for providing protection against unknown or future serious contingencies.

Security Bank
390 Monroe Boulevard, Detroit

An Invitation

The members of the INDIANA GUN & ROD CLUB cordially invite you to visit and inspect their new, modern Club House located in the Forest Preserve on Riverside Road. Its spacious living room with large, open fireplace and easy chairs will form a place of retreat for lovers of gun and rod to relate their many experiences. Sunday afternoon November twenty-seven three o'clock

MERCHEZ

Desires to inform his many friends that he has moved his studio to new and larger quarters and wishes you to come and see him. His studio is now filled with many beautiful antiques.

East George Place

Baltimore, Maryland

The

Main High School

announces a series of

one act plays

Beginning Monday

September Twenty-Seventh

eight o'clock

Diamonds

* * *

Samuel's diamonds have won the confidence of many brides for the last three generations. Blue-white diamonds set most beautifully in modern style for June Brides

* * *

Clarence G. Samuel

Watchmaker and Jeweler

Peace on Earth

★

A Christmas Carol



Privately Printed

Chicago

SCHOOL 8
Of typography

72 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 732 points

SYSTEM IS 4
Simple and rapid

60 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 589 points

BRIGHT NEW 62
Typefaces cast as needed

48 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 440 points

FULL KERNING 61
Italics that will not break

42 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 410 points

FINE SYSTEM TO 73
Banish work-ups on the press

36 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 362 points

TESTIFY TO EFFICIENCY 40
Of all-slug display composition system

30 Point Ludlow 1-TCI True-Cut Caslon Italic — Length of lower-case alphabet: 254 points

PERFECTION 54
Obtained from slugs

24 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 244 points

COMPETITION 23
Met with modern system

22 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 207 points

UPKEEP COSTS OF 50
The Ludlow is decidedly low

18 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 174 points

PRINTING GUILD TO 74
Hold its annual meeting this week

14 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 147 points

FINE PRINTER OF BOOKS 61
Installing a large Ludlow equipment

12 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 133 points

THE ELROD SUPPLIES BRAND 36
New leads, slugs and rules at extremely low cost

10 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 106 points

THE PRINTER WHO IS INTERESTED IN 82
Increasing his productivity should investigate this system

8 Point Ludlow 1-TCI True-Cut Caslon Italic
Length of lower-case alphabet: 91 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi ffi fl ffl
. : , ; - ‘ ’ ! ? ( ) —

SWASH CHARACTERS

Following swash characters are available in all sizes and may be purchased with complete fonts, separately or in sets.

A B C D E G J K
L M N P QU Qu
R T U Y & ct k
v w z

LOW COST 90
Display service

24 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 323 points

DESIGNS NEW 48
Post Office building

18 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 252 points

SUBSCRIBER LIST IS 37
Increased by forty per cent

14 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 188 points

STRIKING NEW GOWNS 71
Originated by a Chicago stylist
will be previewed today at three

12 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 157 points

COMPETENT COMPOSITORS 30
Can become able Ludlow operators
after a few short weeks of practice

10 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 138 points

NEVER BEFORE IN THE HISTORY 65
Of the printing industry has display line
composition been so simple. The Ludlow
is solely responsible for this great advance

8 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 121 points

THE PRINTING INDUSTRY IS NOW OVER FIVE 49
Hundred years old. Gutenberg, its inventor, spent a
fortune on the idea which has turned out to be one of
the greatest aids to man the world has ever known

6 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 104 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

LIGATURES
In each font of the 12, 14, 18 and 24 point sizes are the following ligatures

ff fi ffi fl ffl

POLICE 8
Squad cars

72 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 1013 points

SUPPLIES 4
Reach island

60 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 847 points

MEMORIAL 12
Planned by club

48 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 664 points

PRESSROOMS 48
On faster schedule

42 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 574 points

STOCK MARKET 56
Dips in wave of selling

36 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 482 points

NEW AD CAMPAIGN 78
Planned for local merchant

30 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 390 points

EXCEL 8
In interest

72 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 1074 points

DEPEND 4
On sluglines

60 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 892 points

ENFORCES 12
Auto speed laws

48 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 670 points

MESSENGER 34
Is victim of holdup

42 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 585 points

EFFICIENCY IN 56
Motorized army corps

36 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 486 points

PROHIBITS USE OF 78
Firearms on state property

30 Point Ludlow 1-LI Caslon Light Italic — Length of lower-case alphabet: 400 points

PRESIDES 90
At college meet

24 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 326 points

NEW ORDERS 72
For two naval units

18 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 245 points

HIGHER QUALITY 85
Merchandise to go on sale at prices below actual cost

14 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 193 points

DAMAGES WROUGHT BY 43
Tornado estimated by insurance officials at nearly a half million

12 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 153 points

LUDLOW SYSTEM OF SLUG 16
Composition affords the printer and publisher an ample supply of bright new typefaces cast on solid sluglines

10 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 136 points

MONEY SPENT BY SHOP OWNERS 57
For overtime on type distribution can be saved with a Ludlow because casting and distribution are done as the job progresses

8 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 119 points

DEMONSTRATION OF THE LUDLOW SYSTEM 28
Will thoroughly convince printers that it is really the ideal composing room tool. Seeing is believing and shop owners are urged to see this profit-making equipment in actual use

6 Point Ludlow 1-LI Caslon Light Italic
Length of lower-case alphabet: 82 points

The 6 point size is cut on roman body matrices

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

A SPEEDY 90
Display system

24 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 334 points

SIX STIRRING 58
Novels now on sale

18 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 261 points

AS A MEASURE OF 63
Economy install Ludlow

14 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 201 points

PRESSROOM PROFIT IS 42
Bigger with forms in multiple

12 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 170 points

NO LOST TIME ON PRESSES 84
Because slugs are uniform in height

10 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 140 points

LITTLE FLOOR SPACE NEEDED 97
For the installation of Ludlow equipment

8 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 124 points

SEE THE LUDLOW IN OPERATION AND 31
Be convinced of its speed and quality of product

6 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 105 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
. : , ; - ' ! ? —

SIMPLE 4
And quick

72 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 1036 points

CAST BIG 7
Display lines

60 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 856 points

SYSTEM IS 12
Needed in shop

48 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 698 points

EXHIBITION 34
Of rare old prints

42 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 608 points

FAST METHOD 56
Makes profit for you

36 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 509 points

PRODUCTIVE TIME 78
Increase with the Ludlow

30 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 411 points

SECTIONS 12 Of land will be added to parks

48 Point Ludlow 1-BI Caslon Bold Italic

Length of lower-case alphabet: 748 points

SHARP NEW 69 Faces for each job are cast as needed

18 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 283 points

ANY COMPETENT 17 Compositor can master the Ludlow in one week due to its true simplicity

14 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 212 points

POWERFUL 34 Display for ads is cast in slug form

42 Point Ludlow 1-BI Caslon Bold Italic

Length of lower-case alphabet: 641 points

PRODUCTIVE HOURS 38 Spent distributing the dead typeforms can be eliminated in a Ludlow equipped shop

12 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 179 points

JOBS SET THE EFFICIENT 42 Ludlow way save many hours of time in pressroom due to an even height-to-paper of every slug cast

10 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 147 points

COMPOSITION 61 Most efficiently set by this fine method

36 Point Ludlow 1-BI Caslon Bold Italic

Length of lower-case alphabet: 558 points

LUDLOW DESIGN DEPARTMENT 45 Is constantly striving to produce the best in attractive typefaces for all printers who stress fine typography which is a feature vitally important to buyers of fine printing

8 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 119 points

JOB PRINTERS ARE NOW INSTALLING 32 The Ludlow system of composition because of the simplicity of operation and the fact that they never run short of sorts. Work can be printed in multiple enabling the printer to cut the cost of production

6 Point Ludlow 1-BI Caslon Bold Italic
Length of lower-case alphabet: 99 points

6, 8 and 10 point sizes are on roman body matrices

LUDLOW SYSTEM 78 in busy shops is sure to bring added production

30 Point Ludlow 1-BI Caslon Bold Italic

Length of lower-case alphabet: 449 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z
. : , ; - ' ! ? —

The per cent mark is sold separately

%

NO QUADS TO WORK 90 Up after a form has gone to press if the job is Ludlow-set

24 Point Ludlow 1-BI Caslon Bold Italic

Length of lower-case alphabet: 374 points

YOUNG MEN 90
Join trade school

24 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 281 points

COLLEGE BOARD 63
Provides building funds

18 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 209 points

ESTABLISHES RECORD 41
In cross-country airplane trip with nineteen officials aboard

14 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 163 points

INSTANT CHANGE OF SIZE 72
And face is one important feature of Ludlow all-slug display system

12 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 144 points

PRINTERS WITH AN OBSOLETE 35
Line of composing room equipment can never expect to increase their business

10 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 126 points

NEWSPAPERS HAVING A FULL LINE OF 63
Attractive Ludlow typefaces help all their local advertisers by making their ads far more legible

8 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 103 points

THE FACT THAT EACH SLUG IS HELD FIRMLY IN 80
The matrices while the bottom is being trimmed doubly insures uniform height-to-paper in Ludlow composition

6 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 87 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z

. : , ; - ' ! ? —

A GRAND 4
Canyon tour

72 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 808 points

NEW STYLE 5
Has advantages

60 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 675 points

DELUXE TRIP 12
At minimum price

48 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 577 points

WORLD CRUISE 34
Delayed three weeks

42 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 506 points

CAMP FOR BOYS IS 56
Open for summer season

36 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 422 points

PROPRIETOR OF HOTEL 78
Says tourist traffic has doubled

30 Point Ludlow 1-BC Caslon Bold Condensed
Length of lower-case alphabet: 342 points

A METHOD OF 4 Setting big lines

72 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 657 points

COMPETITION IS 2 Met due to the speed

60 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 537 points

NEWS REPORTER ON 12 Swindle case assignment

48 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 429 points

NEWS HEADLINES CAST 34 In solid slugs on the Ludlow

42 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 372 points

SUBDIVIDER REVEALS PLAN 56 For six nearby wooded homesites

36 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 314 points

QUESTION OF NEW ROADS TO COME 78 Up at next meeting of the county board

30 Point Ludlow 1-BEC Caslon Bold Extra Condensed — Length of lower-case alphabet: 257 points

THE SIMPLICITY OF 91 Ludlow is acclaimed by printers and publishers in all parts of the world

24 Point Ludlow 1-BEC Caslon Bold Extra Condensed
Length of lower-case alphabet: 210 points

COMPOSITORS MASTER A 10 Ludlow machine after only a few days of practice due to the absence of complicated parts and all intricate adjustments

18 Point Ludlow 1-BEC Caslon Bold Extra Condensed
Length of lower-case alphabet: 165 points

THE NEWSPAPER ADOPTING AN 72 All-slug system will find the Ludlow a valuable tool for the mass production of fine-looking display lines which are sure to improve the appearance of ads

14 Point Ludlow 1-BEC Caslon Bold Extra Condensed
Length of lower-case alphabet: 129 points

ALL TYPEFACES IN SIZES FROM SIX TO 68 Seventy-two point may be cast on the Ludlow without expensive machine and mold changes which is a great asset to plant owners who stress the importance of economy and speed

12 Point Ludlow 1-BEC Caslon Bold Extra Condensed
Length of lower-case alphabet: 109 points

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x y z
. : , ; - ' ! ? —

Characters listed below sold separately

% ( ) [ ]

THE PRINTER 47
Whose interest is in economy will adopt the Ludlow System

18 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 254 points

FLOWER SHOW IS 63
Being planned by several members of each garden club in Cregon township

14 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 201 points

CITY DRAMATIC CLUB 81
Is preparing a series of popular plays which will be presented each month starting in August

12 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 163 points

CLUB MEMBERSHIP DRIVE 39
Will soon be under way at Ferndale golf club for the purpose of making some needed additions to equipment

10 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 137 points

PROPOSED STATE ROAD REPAIRS 60
Will be delayed two months to await board decision as to the type of material to be used. A five mile stretch of this road runs through marshy land which hampers building of roads

8 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 110 points

SLUGLINE DISPLAY COMPOSITION SET 52
And cast on the Ludlow offers many advantages to the printer. Makeup is much easier since the compositors have no individual pieces of type to handle which often pi, necessitating re-setting

6 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 103 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

ACQUIRES 12
Contract for big airway terminal

48 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 662 points

GOLD MINE 34
Operator strikes a very rich ore vein

42 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 597 points

EXHIBITS NEW 56
Agricultural machine at national farm show

36 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 491 points

FIREMAN IS GIVEN 78
Medal for his brave rescue work in office building fire

30 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 402 points

FORMS SET BY LUDLOW 90
System may be kept standing for future orders tying up only metal used originally in casting the jobs

24 Point Ludlow 1-OFH Caslon Old Face Heavy
Length of lower-case alphabet: 325 points

GUIDE TO 12 Lake region is now complete

48 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 777 points

GIFTS OF 90 Quality to be shown in our gift section in the basement

24 Point Ludlow 1-HI Caslon Heavy Italic
Length of lower-case alphabet: 380 points

PUBLISHER 34 Asks increase in rate for ad space

42 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 673 points

EVIDENCE IS 52 Given to the jury in one of the best known libel cases in history of Cole city court rulings

18 Point Ludlow 1-HI Caslon Heavy Italic
Length of lower-case alphabet: 294 points

THE LUDLOW 56 System provides an unlimited amount of bright new faces

36 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 576 points

MANAGEMENTS 72 Of the local trucking companies meet soon to discuss stabilizing of trucking prices on all types of deliveries in and out of the city

14 Point Ludlow 1-HI Caslon Heavy Italic
Length of lower-case alphabet: 237 points

LOWER COST FOR 78 Maintenance is but one reason why the users of Ludlow equipment are enjoying the utmost in economy in their shops

30 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 466 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

PRESSMEN NEED 53
Level forms in order to attain quality printing at low production cost

18 Point Ludlow Number 11-L
Length of lower-case alphabet: 221 points

THE INVENTION OF 26
Printing was without doubt one of the most important to the progress of mankind

14 Point Ludlow Number 11-L
Length of lower-case alphabet: 177 points

THE LUDLOW SYSTEM IS 48
Now installed in hundreds of the best printing plants in the world because it has proved its merits

12 Point Ludlow Number 11-L
Length of lower-case alphabet: 149 points

ONCE SET AND CORRECTED 71
The ad or job that is Ludlow-set stays correct because the entire form is as a solid block thus eliminating pull-outs

10 Point Ludlow Number 11-L
Length of lower-case alphabet: 133 points

WITHOUT A MACHINE OR MOLD 85
Change it is possible to cast type-sizes from six to ninety-six point on the Ludlow. This feature makes for speed in setting mixed sizes

8 Point Ludlow Number 11-L
Length of lower-case alphabet: 111 points

THE SIMPLICITY OF THE LUDLOW SYSTEM OF 92
Hand-set slug-cast composition has won it many friends in the printing world. Competent compositors learn to set display by this efficient method in a very short time

6 Point Ludlow Number 11-L
Length of lower-case alphabet: 89 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z ff fi ffi fl ffl
. : , ; - ' ! ? —

Characters listed below sold separately

¶ ℭ ct

ANNOUNCES 12
Engagement of five expert gown stylists

48 Point Ludlow Number 11-L
Length of lower-case alphabet: 554 points

COMPOSITIONS 34
Of famous composers to be played at recital

42 Point Ludlow Number 11-L
Length of lower-case alphabet: 486 points

ALL-SLUG FORM IS 56
Better because there is no danger of costly work-ups

36 Point Ludlow Number 11-L
Length of lower-case alphabet: 410 points

NEW PLANT EQUIPPED 78
With Ludlow for producing all display composition at low cost

30 Point Ludlow Number 11-L
Length of lower-case alphabet: 337 points

LEADER OF CLUB FOR BOYS 90
Outlines his plans for wide activity in both indoor and outdoor sport events

24 Point Ludlow Number 11-L
Length of lower-case alphabet: 279 points

ELECTION OF 12
Officers will climax a successful convention

48 Point Ludlow Number 11-LI — Length of lower-case alphabet: 504 points

WINTER SPORTS 34
Program is sponsored by active city organizations

42 Point Ludlow Number 11-LI — Length of lower-case alphabet: 444 points

HUNDREDS LISTEN 56
As plans are outlined for an extensive industrial program

36 Point Ludlow Number 11-LI — Length of lower-case alphabet: 366 points

QUALITY COMPOSITION 78
Set the Ludlow way has many fine profitable advantages which should not be overlooked by the shop owner

30 Point Ludlow Number 11-LI — Length of lower-case alphabet: 297 points

A LUDLOW-EQUIPPED PLANT 90
Need never fear type shortages because the all-slug system provides the equivalent of an unlimited supply of brilliant new typefaces

24 Point Ludlow Number 11-LI — Length of lower-case alphabet: 247 points

PRODUCES HIGH 53
Class job printing with a line of Ludlow typefaces

18 Point Ludlow Number 11-LI
Length of lower-case alphabet: 197 points

SOCIAL EVENTS FOR 37
The coming year are published in the Beverly Shores Registrar

14 Point Ludlow Number 11-LI
Length of lower-case alphabet: 160 points

HIGH SCHOOL STUDENTS 48
From twelve districts are competing this week for the annual scholarship award by well-known philanthropist

12 Point Ludlow Number 11-LI
Length of lower-case alphabet: 134 points

PRINTERS THE WORLD OVER 69
Are increasing their profit and composing room efficiency with the use of the Ludlow system of hand-set slug-cast composition

10 Point Ludlow Number 11-LI
Length of lower-case alphabet: 119 points

A SMALL TYPEFACE SUCH AS THIS IS 28
Just as easy to set as the larger sizes because the matrices from six to forty-eight point are driven on the same size body. This is truly a fine feature

8 Point Ludlow Number 11-LI
Length of lower-case alphabet: 101 points

CAST FORMS IN MULTIPLE ON THE LUDLOW 40
And save the expense of electrotyping on jobs that must be run more than one up. This and other features of Ludlow system should be investigated by all profit-minded printers

6 Point Ludlow Number 11-LI
Length of lower-case alphabet: 80 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? — ff fi ffi fl ffl

Characters listed below sold separately

T Qu J Y ct

COMPLETE 90
Line of matrices

24 Point Ludlow Number 11-B
Length of lower-case alphabet: 304 points

GROCERY ADS 46
Are set economically

18 Point Ludlow Number 11-B
Length of lower-case alphabet: 241 points

BRIGHTEN UP ADS 73
With finer Ludlow faces

14 Point Ludlow Number 11-B
Length of lower-case alphabet: 197 points

DECREASE IN COST OF 82
Production means more profit

12 Point Ludlow Number 11-B
Length of lower-case alphabet: 159 points

THE ELROD STRIP CASTER 20
Keeps the modern composing room supplied with quality slugs and rule

10 Point Ludlow Number 11-B
Length of lower-case alphabet: 142 points

HUNDREDS OF TRADE PLANTS 51
Now equipped with the Ludlow system are supplying their clients with the best in typeface design cast in solid sluglines

8 Point Ludlow Number 11-B
Length of lower-case alphabet: 122 points

THE LOW COST OF MAINTENANCE AND 59
Also the superior performance of the Ludlow is looked upon by its thousands of satisfied users the world over as a most valuable asset to their plants

6 Point Ludlow Number 11-B
Length of lower-case alphabet: 99 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi ffi fl ffl .:,;-'!?—

BRIGHT 6
Illustration

72 Point Ludlow Number 11-B
Length of lower-case alphabet: 950 points

QUALITY 8
Solid slugline

60 Point Ludlow Number 11-B
Length of lower-case alphabet: 794 points

GETS MORE 12
Display per hour

48 Point Ludlow Number 11-B
Length of lower-case alphabet: 614 points

THE LUDLOW 34
Wins praise at show

42 Point Ludlow Number 11-B
Length of lower-case alphabet: 532 points

BIGGER PROFITS 56
With an all-slug system

36 Point Ludlow Number 11-B
Length of lower-case alphabet: 448 points

NEWS HEADINGS SET 78
Quickly and more efficiently

30 Point Ludlow Number 11-B
Length of lower-case alphabet: 365 points

SALE OF 2
Fine cutlery

72 Point Ludlow Number 11-BI

Length of lower-case alphabet: 897 points

AUCTION 3
Sale Saturday

60 Point Ludlow Number 11-BI

Length of lower-case alphabet: 745 points

PUBLISHERS 41
Install the Ludlow

48 Point Ludlow Number 11-BI

Length of lower-case alphabet: 581 points

HUGE CROWD 56
Visits the annual fair

42 Point Ludlow Number 11-BI

Length of lower-case alphabet: 504 points

NEW SYSTEM FOR 17
Setting display headlines

36 Point Ludlow Number 11-BI

Length of lower-case alphabet: 425 points

MANY UNIVERSITIES 89
Offer new graphic art course

30 Point Ludlow Number 11-BI

Length of lower-case alphabet: 356 points

EXHIBIT OF 10
High grade tools

24 Point Ludlow Number 11-BI
Length of lower-case alphabet: 292 points

NEW BORDERS 23
Of a beautiful design

18 Point Ludlow Number 11-BI
Length of lower-case alphabet: 229 points

PRINTER BUILDS A 45
New addition to his plant

14 Point Ludlow Number 11-BI
Length of lower-case alphabet: 189 points

PUBLISHERS ENDORSE 35
The Ludlow for setting display

12 Point Ludlow Number 11-BI
Length of lower-case alphabet: 156 points

NEW LINES FOR EVERY JOB 61
Is one of the fine features of Ludlow system of all-slug hand composition

10 Point Ludlow Number 11-BI
Length of lower-case alphabet: 137 points

LUDLOW ITALICS ARE CAST IN 78
Slugs and withstand severe pressure in both stereotyping and during press runs

8 Point Ludlow Number 11-BI
Length of lower-case alphabet: 116 points

PRINTERS WHO USE THE LUDLOW SYSTEM 10
Enjoy many excellent advantages which always lead to extra profits. No matter how large or small your shop may be the Ludlow will supply your every typeface need

6 Point Ludlow Number 11-BI
Length of lower-case alphabet: 88 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi ffi fl ffl . : , ; - ' ! ? —

BATTERED AND 90
Badly worn typefaces are never found in the shop that is equipped with Ludlow because new sluglines are cast for each and every job

18 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 232 points

THE LUDLOW DESIGN 61
Department from which all Ludlow typefaces originate is always striving to create new designs to meet every need and demand in modern advertising and job printing

14 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 183 points

INVENTION OF PRINTING IS 48
Credited to Johann Gutenberg of Mainz who it is reported spent his whole life and fortune to develop his idea. And after more than five hundred years of existence it has proven to be probably the greatest invention since beginning of time

12 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 148 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

CONVENTIONS 12
Bring four hundred thousand visitors to city during summer

42 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 553 points

ENGINEER GIVES 34
Speech relative to a new idea that will aid men in big construction project

36 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 463 points

SUMMER TOURS WILL 56
Be offered by transportation companies at a lower price to encourage people to visit the parks and gorges in the west

30 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 380 points

COMPETENT COMPOSITORS 78
Become efficient Ludlow operators after a few weeks of practice due to the simplicity of handling matrices and the elimination of complicated adjustments in setting mixed sizes

24 Point Ludlow 5-E Century Expanded
Length of lower-case alphabet: 312 points

STOCKS ARE 12 Lower after a big day on exchanges

48 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 621 points

NEW SCHOOLS 34 Have every modern facility for teaching

42 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 549 points

BLOCK OF STOCK 56 Will be floated by steel corporation as part of a big expansion program

36 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 458 points

PRECISION IN HEIGHT 78 Of Ludlow composition is an important feature which will save many hours of valuable time in the press department

30 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 374 points

QUESTIONS 90 Boy suspects on four auto thefts

24 Point Ludlow 5-B Century Bold
Length of lower-case alphabet: 307 points

HEADS OF FIRM 11 say that the Ludlow is indispensable in the up-to-date print shop

18 Point Ludlow 5-B Century Bold
Length of lower-case alphabet: 232 points

HISTORICAL SOCIETY 42 Will provide a fund for the re-binding of several books which are said to have been printed in fifteenth century

14 Point Ludlow 5-B Century Bold
Length of lower-case alphabet: 180 points

HANDLING LUDLOW SLUGS 83 Is so much easier than handling lines set with single types that new users of the Ludlow system are astounded at the effort and time saved alone by this feature

12 Point Ludlow 5-B Century Bold
Length of lower-case alphabet: 152 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - . ! ? —

NEW SHOW 41
To be opened in Gary on Friday

24 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 316 points

MORE SPEED IN 72
Setting display lines and headings by the rapid Ludlow system

18 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 239 points

MODERN METHOD OF 80
Setting display headlines will eventually be adopted by all progressive printers

14 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 188 points

MANY OF THE LARGEST 25
Commercial printing plants in the United States and Canada have installed the Ludlow slug system for setting all job work

12 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 158 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z
. : , ; - ' ! ? —

BUILDS 9
New plane

72 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 1059 points

EXHIBITS 4
Open Friday

60 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 864 points

CITY TAXES 56
Reach low mark

48 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 649 points

FOUR KILLED 89
In big plane wreck

42 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 566 points

MANY PRINTERS 90
Will convene Monday

36 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 482 points

HISTORICAL SOCIETY 47
To hold a series of lectures

30 Point Ludlow 5-BI Century Bold Italic
Length of lower-case alphabet: 393 points

BIGGER 5 Fight card

60 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 1018 points

COLLEGE 12 Directors will discuss issues

48 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 786 points

CHAMPION 34 Defends boxing crown six times

42 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 685 points

CITY LEAGUE 56 Baseball manager arranges schedule

36 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 587 points

COUNCIL ELECTS 78 To increase fund for a public swimming pool

30 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 482 points

RECORD 90 For mile run cut a second in local meet

24 Point Ludlow 5-BE Century Bold Extended
Length of lower-case alphabet: 400 points

LEADER OF 53 Civic body calls meeting to plan local art center

18 Point Ludlow 5-BE Century Bold Extended
Length of lower-case alphabet: 314 points

SIMPLICITY IS 47 One of the features in Ludlow which is of vital importance to modern printers

14 Point Ludlow 5-BE Century Bold Extended
Length of lower-case alphabet: 259 points

THE EVEN HEIGHT 62 Of sluglines cast on the Ludlow makes for more profit in the pressroom is report of many users

12 Point Ludlow 5-BE Century Bold Extended
Length of lower-case alphabet: 213 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ’ ! ? —

PROTECT 90
Forest regions
from fierce fire

24 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 346 points

TO QUALIFY 52
For cross-country
two hundred mile
bicycle race today

18 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 278 points

STRIKING NEW 64
Coats and dresses will
be offered this week at
greatly reduced prices

14 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 220 points

PRINTERS' GUILD IS 73
Active in promoting ideas for
better management and shop
production by all its members

12 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 174 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ff fi ffi fl ffl
. : , ; - ' ! ? —

SPECIAL CHARACTERS

These special characters are available in all sizes and may be purchased with complete fonts, separately or by sets

The A M R
& of r y

HUNDREDS 12
Listen as captain
tells exciting tale

48 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 641 points

MERCHANTS 34
Have a joint dollar
day event planned

42 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 581 points

TEST PILOT TO 56
Put newest type plane
through series of trials
in proof of worthiness

36 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 487 points

ELEVEN PRICELESS 78
Jewels have been loaned by
their owners for showing at
the tenth annual convention
of jewelers which convenes
in Hampton City next week

30 Point Ludlow 14-L Bookman
Length of lower-case alphabet: 395 points

BANCROFT 12
Gets contract for new court house

48 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 638 points

MEN'S SUITS 34
Of high quality are offered at low price

42 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 563 points

LAKE CRUISES 56
On motorship Cuyler will be held regularly from June to October

36 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 490 points

RIDING CLUBS TO 78
Hold a combined meeting today. Exhibitions of fine horsemanship will be the featured attraction which public is invited to attend

30 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 429 points

BEQUEST 90
Is made to city charity society by bank officer

24 Point Ludlow 14-LI Bookman Italic
Length of lower-case alphabet: 344 points

PRESS CLUB 53
Will celebrate the ninth anniversary of its first meeting

18 Point Ludlow 14-LI Bookman Italic
Length of lower-case alphabet: 279 points

GOOD PRINTING 62
Has no substitute and a Ludlow will aid you in producing it rapidly

14 Point Ludlow 14-LI Bookman Italic
Length of lower-case alphabet: 231 points

SUPERIOR DESIGN 94
And attractiveness of the popular Ludlow typefaces assure fine looking display

12 Point Ludlow 14-LI Bookman Italic
Length of lower-case alphabet: 193 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi ffi fl ffl . : , ; - ' ! ? —

SWASH CHARACTERS
available in all sizes and may be purchased with fonts, either separately or by sets

A H M R ſ ſ y

A Dinner Party Will 90
Be given for fifty-three
graduating members of
Belden dramatic school

18 Point Ludlow No. 20 Old English
Length of lower-case alphabet: 210 points

Gifts For Every Occasion 52
Can be found in large stock of
imported articles in our gift
shop on the seventeenth floor

14 Point Ludlow No. 20 Old English
Length of lower-case alphabet: 170 points

The Ludlow-Equipped Printer 79
Has an unlimited quantity of Old
English in the shop ready to meet
any emergency which might arise

12 Point Ludlow No. 20 Old English
Length of lower-case alphabet: 147 points

Invitations Are Being Issued For 41
The annual Quinten high school prom
which will be held next week. The class
promises that it will be one of the most
colorful affairs in high school history

10 Point Ludlow No. 20 Old English
Length of lower-case alphabet: 129 points

Card Party and Dance Will Be Given On 63
Thursday of this week by the club for young
people. Members are requested to bring as
many friends as possible to assure a huge
attendance. The admission will be fifty cents

8 Point Ludlow No. 20 Old English
Length of lower-case alphabet: 113 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
. : , ; - ' ! ? —

Society Wedding 12
Will climax activity
of the suburbanites

48 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 544 points

Daily Feature Page Of 34
Interesting news notes for
and about women is edited
by Lois Ellen Westerfield

36 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 402 points

Club Waverly Announces A 56
Completely new floor show cast
and orchestral personnel for its
gala re-opening this month after
being closed for summer season

30 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 329 points

Hamilton City Welfare Society Is 78
Commended by county officer for the
good work it has performed in relief
problems during the past year which
consisted of free medical care and the
distribution of necessities to the poor

24 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 277 points

STYLE SHOW TO 12
OPEN ON MONDAY

18 Point No. 2 Ludlow 44-M Commerce Gothic Medium

PRACTICAL GOTHIC 31
HAS MANY FINE USES

18 Point No. 1 Ludlow 44-M Commerce Gothic Medium

NEW STADIUM WILL BE 45
COMPLETED ON MONDAY

12 Point No. 4 Ludlow 44-M Commerce Gothic Medium

RARE DESIGNS FROM PARIS 16
ARE ON VIEW IN THE LIBRARY

12 Point No. 3 Ludlow 44-M Commerce Gothic Medium

RECORD BROKEN IN THE WORLD 71
SERIES OPENER IN PHILADELPHIA

12 Point No. 2 Ludlow 44-M Commerce Gothic Medium

IMPROVE FORMS TYPOGRAPHICALLY 89
TO PROMOTE CUSTOMER SATISFACTION

12 Point No. 1 Ludlow 44-M Commerce Gothic Medium

MANY MODERN AND TRADITIONAL TYPEFACES 81
ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP
WHICH HAS INSTALLED THE LUDLOW ALL-SLUG
SYSTEM FOR SETTING THEIR DISPLAY HEADLINES

6 Point No. 4 Ludlow 44-M Commerce Gothic Medium

SOME IMPORTANT FEATURES OF THE LUDLOW SYSTEM 20
OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY
OF OPERATION AND THE ABOLISHING OF UNNECESSARY
MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS WANTED

6 Point No. 3 Ludlow 44-M Commerce Gothic Medium

EVERY PRESSROOM RUNNING FROM FORMS SET IN SINGLE TYPES 32
HAS A CONSTANT PROBLEM TO KEEP SPACES IN THEIR RIGHT PLACES
BELOW THE PRINTING SURFACE. THE REPLACEMENT OF SINGLE TYPES
WITH THE LUDLOW SYSTEM OF COMPOSITION SOLVES THIS PROBLEM

6 Point No. 2 Ludlow 44-M Commerce Gothic Medium

MANY JOB PRINTERS ARE NOW INSTALLING THE LUDLOW SYSTEM OF ALL-SLUG 45
COMPOSITION BECAUSE OF THE SIMPLICITY OF OPERATION AND THE FACT THAT
THEY NEVER RUN SHORT OF SORTS AND THAT WORK CAN BE PRINTED IN MULTIPLE
THUS CUTTING THE COST AND ENABLING THE PRINTER TO REALIZE A FAIR PROFIT

6 Point No. 1 Ludlow 44-M Commerce Gothic Medium

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

STYLE SHOW TO 28
OPEN ON TUESDAY

18 Point No. 2 Ludlow 44-L Commerce Gothic Light

PRACTICAL GOTHIC 36
HAS MANY GOOD USES

18 Point No. 1 Ludlow 44-L Commerce Gothic Light

NEW STADIUM WILL BE 45
COMPLETED NEXT FRIDAY

12 Point No. 4 Ludlow 44-L Commerce Gothic Light

RARE DESIGNS FROM PARIS 26
ARE ON VIEW IN THE INSTITUTE

12 Point No. 3 Ludlow 44-L Commerce Gothic Light

RECORD BROKEN IN THE WORLD 78
SERIES OPENER IN SAN FRANCISCO

12 Point No. 2 Ludlow 44-L Commerce Gothic Light

IMPROVE JOB WORK TYPOGRAPHICALLY 81
TO ENSURE VOLUME OF REPEAT BUSINESS

12 Point No. 1 Ludlow 44-L Commerce Gothic Light

MANY MODERN AND TRADITIONAL TYPEFACES 90
ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP
WHICH HAS INSTALLED THE FAST GROWING LUDLOW
SLUG SYSTEM FOR SETTING DISPLAY COMPOSITION

6 Point No. 4 Ludlow 44-L Commerce Gothic Light

SOME IMPORTANT FEATURES OF THE LUDLOW SYSTEM 20
OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY
OF OPERATION AND THE ABOLISHING OF ALL UNNECESSARY
MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS DESIRED

6 Point No. 3 Ludlow 44-L Commerce Gothic Light

EVERY PRESSROOM RUNNING FROM FORMS SET IN SINGLE TYPES HAS 31
A CONSTANT PROBLEM TO KEEP SPACES IN THEIR RIGHT PLACES BELOW
THE PRINTING SURFACE. THE REPLACEMENT OF SINGLE TYPES WITH THE
LUDLOW SYSTEM OF ALL-SLUG COMPOSITION WILL SOLVE THE PROBLEM

6 Point No. 2 Ludlow 44-L Commerce Gothic Light

MANY JOB PRINTERS ARE NOW INSTALLING THE LUDLOW SYSTEM OF ALL-SLUG 45
COMPOSITION BECAUSE OF THE SIMPLICITY OF OPERATION AND THE FACT THAT THEY
NEVER RUN SHORT OF SORTS AND THAT WORK CAN BE PRINTED IN MULTIPLE THUS
CUTTING THE COST AND ENABLING THE PRINTER TO REALIZE A FAIR MARGIN OF PROFIT

6 Point No. 1 Ludlow 44-L Commerce Gothic Light

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

NEW MODE 23

24 Point No. 2 Ludlow 6-LPH

GARDEN FETE 45

24 Point No. 1 Ludlow 6-LPH

GOOD PRINTERS 61 ENDORSE LUDLOW

18 Point No. 2 Ludlow 6-LPH

NEWSPAPER BUILDS 71 AN ADDITION TO PLANT

18 Point No. 1 Ludlow 6-LPH

MEMORIAL FOUNTAIN TO 98 BE DEDICATED ON SUNDAY

12 Point No. 4 Ludlow 6-LPH

NEW TOURIST CAMP TO OPEN 23 WITH ALL THE LATEST FACILITIES

12 Point No. 3 Ludlow 6-LPH

OLD PRINTS ARE NOW ON DISPLAY 45 ON THE FIRST FLOOR OF THE LIBRARY

12 Point No. 2 Ludlow 6-LPH

MUCH INTEREST IS BEING TAKEN IN THE 16 EXHIBIT OF MODERN PRINTING MACHINERY

12 Point No. 1 Ludlow 6-LPH

THE SHOP THAT IS EQUIPPED WITH THE LUDLOW 90 SYSTEM WILL NEVER RUN OUT OF SORTS OR SPACES

6 Point No. 4 Ludlow 6-LPH

ANY EQUIPMENT EXCEPT THE BEST IS POOR ECONOMY IN THE 23 END IF THE PRINTER IS TO PRODUCE WORK OF A HIGH QUALITY

6 Point No. 3 Ludlow 6-LPH

CRAFTSMEN MEET TO DISCUSS TYPOGRAPHIC PROBLEMS THAT ARE MET 45 WITH EVERY DAY IN ALL CLASSES OF WORK DONE IN COMMERCIAL PLANTS

6 Point No. 2 Ludlow 6-LPH

THE LUDLOW HAND-SET SLUG-CAST SYSTEM IS RECEIVING NOTABLE ENDORSEMENT 92 AS THE RIGHT SYSTEM FOR SETTING EVERY TYPE OF JOB AND DISPLAY COMPOSITION

6 Point No. 1 Ludlow 6-LPH

Characters in Complete Font

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z & $ 1 2

3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

NEW MODE 23

24 Point No. 2 Ludlow 6-LPL

GARDEN FETE 45

24 Point No. 1 Ludlow 6-LPL

GOOD PRINTERS 61 ENDORSE LUDLOW

18 Point No. 2 Ludlow 6-LPL

NEWSPAPER BUILDS 71 AN ADDITION TO PLANT

18 Point No. 1 Ludlow 6-LPL

MEMORIAL FOUNTAIN TO 98 BE DEDICATED ON SUNDAY

12 Point No. 4 Ludlow 6-LPL

NEW TOURIST CAMP TO OPEN 23 WITH ALL THE LATEST FACILITIES

12 Point No. 3 Ludlow 6-LPL

OLD PRINTS ARE NOW ON DISPLAY 45 ON THE FIRST FLOOR OF THE LIBRARY

12 Point No. 2 Ludlow 6-LPL

MUCH INTEREST IS BEING TAKEN IN THE 16 EXHIBITION OF MODERN PRINTING MACHINES

12 Point No. 1 Ludlow 6-LPL

THE SHOP THAT IS EQUIPPED WITH THE LUDLOW 90 SYSTEM WILL NEVER RUN OUT OF SORTS OR SPACES

6 Point No. 4 Ludlow 6-LPL

ANY EQUIPMENT EXCEPT THE BEST IS POOR ECONOMY IN THE 23 END IF THE PRINTER IS TO PRODUCE WORK OF A HIGH QUALITY

6 Point No. 3 Ludlow 6-LPL

CRAFTSMEN MEET TO DISCUSS TYPOGRAPHIC PROBLEMS THAT ARE MET 45 WITH EVERY DAY IN ALL CLASSES OF WORK DONE IN COMMERCIAL PLANTS

6 Point No. 2 Ludlow 6-LPL

THE LUDLOW HAND-SET SLUG-CAST SYSTEM IS RECEIVING NOTABLE ENDORSEMENT 92 AS THE RIGHT SYSTEM FOR SETTING EVERY TYPE OF JOB AND DISPLAY COMPOSITION

6 Point No. 1 Ludlow 6-LPL

Characters in Complete Font

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z & $ 1 2

3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

UNIVERSITY OPENS A 23
FINE ARTS DEPARTMENT

18 Point No. 2 Ludlow 6-LPHC

TYPOGRAPHERS AGREE ON 14
THE MERITS OF THE LUDLOW

18 Point No. 1 Ludlow 6-LPHC

PRINTING CRAFTS TO CONVENE 56
IN SAN FRANCISCO NEXT MONDAY

12 Point No. 4 Ludlow 6-LPHC

ONE OF THE MOST POPULAR SERIES IN 78
THE JOB PLANT PRINTING OFFICE FORMS

12 Point No. 3 Ludlow 6-LPHC

MANY PRINTING PLANTS HAVE INSTALLED THE 89
LUDLOW SYSTEM OF COMPOSITION FOR SETTING
ALL OF THEIR JOB AND RULEFORM COMPOSITION

12 Point No. 2 Ludlow 6-LPHC

LARGE CROWDS ATTEND THE SERIES OF CONCERTS 90
SPONSORED BY THE CITY PARK BOARD AND HELD IN THE
PUBLIC PARKS DURING THE SUMMER ON SUNDAY NIGHTS

12 Point No. 1 Ludlow 6-LPHC

MANY PRINTERS WHO HAVE INSTALLED THE LUDLOW SYSTEM 72
OF COMPOSITION HAVE FOUND THAT IT INCREASES PRODUCTION
IN THE COMPOSING ROOM AND IN THE PRESSROOM BECAUSE OF
THE FACT THAT ALL FORMS ARE PRINTED FROM BRAND NEW SLUGS

6 Point No. 4 Ludlow 6-LPHC

AN EXHIBIT OF RARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23
IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEDNESDAY AND
WILL REMAIN OPEN FOR FOURTEEN DAYS. THIS EXHIBIT WAS SHOWN IN ALL
THE PRINCIPAL CITIES OF EUROPE AND IS INSURED FOR TEN MILLION DOLLARS

6 Point No. 3 Ludlow 6-LPHC

TO THE PRINTER WITH A SMALL JOB PLANT THE LUDLOW SYSTEM IS ECONOMICAL. FACILITIES 12
FOR PRODUCING A WIDE RANGE OF DISPLAY AND JOB COMPOSITION HERETOFORE POSSIBLE
ONLY IN LARGE PLANTS ARE NOW AVAILABLE TO ALL THE SMALLER JOB SHOPS THAT HAVE
INSTALLED THE FAST GROWING LUDLOW SYSTEM OF HAND-SET SLUG-CAST COMPOSITION

6 Point No. 2 Ludlow 6-LPHC

WITH A PROPER ASSORTMENT OF NEW AND DISTINCTIVE LUDLOW TYPEFACES ALWAYS AVAILABLE IN 34
UNLIMITED QUANTITIES IT WILL HELP THE PRINTER GIVE THE COMPLETE JOB AN APPEARANCE OF FRESHNESS
AND THE COMPOSITOR IN THE LUDLOW EQUIPPED SHOP DOES NOT WASTE VALUABLE TIME IN HUNTING FOR
SORTS OR CHANGING WORN AND BROKEN CHARACTERS WHICH HELP SLOW UP PRODUCTION IN MOST PLANTS

6 Point No. 1 Ludlow 6-LPHC

Characters in Complete Font

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z & $ 1 2 3 4 5 6

7 8 9 0 . : , ; - ' ' ! ? —

UNIVERSITY OPENS A 23
FINE ARTS DEPARTMENT

18 Point No. 2 Ludlow 6-LPLC

TYPOGRAPHERS AGREE ON 14
THE MERITS OF THE LUDLOW

18 Point No. 1 Ludlow 6-LPLC

PRINTING CRAFTS TO CONVENE 56
IN SAN FRANCISCO NEXT MONDAY

12 Point No. 4 Ludlow 6-LPLC

ONE OF THE MOST POPULAR SERIES IN 78
THE JOB PLANT PRINTING OFFICE FORMS

12 Point No. 3 Ludlow 6-LPLC

MANY PRINTING PLANTS HAVE INSTALLED THE 91
LUDLOW SYSTEM OF COMPOSITION FOR SETTING
ALL OF THEIR JOB AND RULEFORM COMPOSITION

12 Point No. 2 Ludlow 6-LPLC

LARGE CROWDS ATTEND THE SERIES OF CONCERTS 23
SPONSORED BY THE CITY PARK BOARD AND HELD IN THE
PUBLIC PARKS DURING THE SUMMER ON FRIDAY NIGHTS

12 Point No. 1 Ludlow 6-LPLC

MANY PRINTERS WHO HAVE INSTALLED THE LUDLOW SYSTEM 45
OF COMPOSITION HAVE FOUND THAT IT INCREASES PRODUCTION
IN THE COMPOSING ROOM AND IN THE PRESSROOM BECAUSE OF
THE FACT THAT THE FORMS ARE PRINTED FROM BRAND NEW SLUGS

6 Point No. 4 Ludlow 6-LPLC

AN EXHIBIT OF RARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23
IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEDNESDAY AND
WILL REMAIN OPEN FOR FOURTEEN DAYS. THIS EXHIBIT WAS SHOWN IN ALL
THE PRINCIPAL CITIES OF EUROPE AND IS INSURED FOR TEN MILLION DOLLARS

6 Point No. 3 Ludlow 6-LPLC

TO THE PRINTER WITH A SMALL JOB SHOP THE LUDLOW SYSTEM IS ECONOMICAL. FACILITIES 12
FOR PRODUCING A WIDE RANGE OF DISPLAY AND JOB COMPOSITION HERETOFORE POSSIBLE
ONLY IN LARGE PLANTS ARE NOW AVAILABLE TO ALL THE SMALLER JOB SHOPS THAT HAVE
INSTALLED THE FAST GROWING LUDLOW SYSTEM OF HAND-SET SLUG-CAST COMPOSITION

6 Point No. 2 Ludlow 6-LPLC

WITH A PROPER ASSORTMENT OF NEW AND DISTINCTIVE LUDLOW TYPEFACES ALWAYS AVAILABLE IN 34
UNLIMITED QUANTITIES IT WILL HELP A PRINTER GIVE THE COMPLETE JOB AN APPEARANCE OF FRESHNESS
AND THE COMPOSITOR IN THE LUDLOW EQUIPPED SHOP DOES NOT WASTE VALUABLE TIME IN HUNTING FOR
SORTS OR CHANGING WORN AND BROKEN CHARACTERS WHICH HELP SLOW UP PRODUCTION IN MOST PLANTS

6 Point No. 1 Ludlow 6-LPLC

Characters in Complete Font

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z & $ 1 2 3 4 5 6

7 8 9 0 . : , ; - ' ' ! ? —

AN EFFICIENT 12 METHOD TO SET YOUR AD HEADS

24 Point No. 1 Ludlow 6-LPB Lining Plate Gothic Bold

FLOWER SHOW TO 45 BE HELD IN THE PUBLIC PARK NEXT SATURDAY

18 Point No. 1 Ludlow 6-LPB Lining Plate Gothic Bold

MANY NEWSPAPERS ALL 16 OVER THE STATE ARE NOW INSTALLING THIS MACHINE

12 Point No. 4 Ludlow 6-LPB Lining Plate Gothic Bold

MANY LEADING PRINTERS ARE 14 NOW INSTALLING THE LUDLOW SYSTEM OF SLUG COMPOSITION

12 Point No. 3 Ludlow 6-LPB Lining Plate Gothic Bold

MANY STUDENTS ARE ENROLLING 78 FOR THE GRAPHIC ARTS COURSE IN A BIG UNIVERSITY IN THE MIDDLE WEST

12 Point No. 2 Ludlow 6-LPB Lining Plate Gothic Bold

THE PROPOSED DOUBLE DECK HIGHWAY 49 IN CHICAGO WILL EXTEND FROM LINCOLN STREET ON THE EAST TO ARGYLE AVENUE

12 Point No. 1 Ludlow 6-LPB Lining Plate Gothic Bold

MODERN PLANT INSTALLS THE LUDLOW SYSTEM 16 TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENTS WHO WANT THE LATEST TYPEFACE DESIGNS

6 Point No. 4 Ludlow 6-LPB Lining Plate Gothic Bold

MODERN EQUIPMENT IS ESSENTIAL IF THE PRINTER WANTS 78 TO MAKE A FAIR PROFIT AND PRODUCE PRINTING OF THE HIGH QUALITY WHICH WILL ASSURE HIM OF MANY REPEAT ORDERS

6 Point No. 3 Ludlow 6-LPB Lining Plate Gothic Bold

LUDLOW EQUIPPED SHOPS NEVER RUN SHORT OF SORTS BECAUSE BRASS 34 MATRICES ARE COMPOSED IN A SPECIAL STICK AND ONE OR MORE CASTS MADE AFTER WHICH THE MATRICES ARE QUICKLY DISTRIBUTED AND NEXT LINE SET

6 Point No. 2 Ludlow 6-LPB Lining Plate Gothic Bold

All sizes of Ludlow Lining Plate Gothic align perfectly at the bottom

H H H H H H H H H H H H H H H H H H H H

These faces also align perfectly with the Standard Ludlow Horizontal Ruleform Matrices

Characters in Complete Font

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z & $ 1 2

3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? —

ANNOUNCEMENT

WE ARE PLEASED TO ANNOUNCE
THE ELECTION OF

LEE M. STOEN

AS CHAIRMAN OF
THE BOARD OF DIRECTORS

WILLIS & COMPANY

65 CLINTON ST. CHICAGO

REPORT OF STOCK

DATE_____

BOUGHT OF_____

DESCRIPTION_____

RETAIL_____

BACK ORDER_____ CODE_____

BOXED_____ LOOSE_____

REQUIREMENTS_____

O. K._____

SIGNED_____

OFFICE FORMS SET 51
AT A LARGER PROFIT
IN THE LUDLOW SHOP

12 Point No. 4 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE ELROD PROVIDES 67
ABUNDANCE OF HIGHEST
QUALITY STRIP MATERIAL
AT LOW OPERATING COST

12 Point No. 3 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

QUALITY COMPOSITION SET 18
WITH THE LUDLOW SYSTEM IS
IN A SOLID SLUG FORM WHICH
SAVES MUCH TIME IN MAKE-UP

12 Point No. 2 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

PLANT PRODUCTION INCREASES 63
WITH USE OF THE LUDLOW SYSTEM
FOR DISPLAY COMPOSITION AND IN
FINE QUALITY JOB AND RULE WORK

12 Point No. 1 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

EACH YEAR SHOWS A MARKED INCREASE 49
IN THE NUMBER OF LUDLOW USERS AND IT IS
NO WONDER BECAUSE LUDLOW PROVIDES A
REAL OPPORTUNITY TO INCREASE PROFITS

6 Point No. 4 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE LUDLOW SYSTEM FOR PRODUCING RULEFORM 39
COMPOSITION IN ALL-SLUG FORM HAS PROVED TO BE
A REAL BOON TO LUDLOW-EQUIPPED PRINTERS. THE
QUALITY IS EXCELLENT AND PRODUCTION EFFICIENT

6 Point No. 3 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE MERITS OF THE LUDLOW SYSTEM OF HAND COMPOSITION 28
ARE VERIFIED BY HUNDREDS OF TESTIMONIALS FROM USERS ALL
OVER THE WORLD. PROFIT-MINDED PRINTERS WILL INVESTIGATE
LUDLOW EQUIPMENT FOR THEIR JOB AND DISPLAY COMPOSITION

6 Point No. 2 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

TO THE PRINTER WITH A SMALL JOB PLANT THE LUDLOW IS ECONOMICAL 54
FACILITIES FOR PRODUCING A WIDE RANGE OF COMPOSITION HERETOFORE
FOUND ONLY IN THE LARGE PLANTS ARE NOW AVAILABLE TO THE SMALL JOB
SHOPS THAT HAVE INSTALLED THE LUDLOW SLUG SYSTEM OF COMPOSITION

6 Point No. 1 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

The 6 Point No. 1 size sets solid on 4 Point Slug

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? –

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

OFFICE FORMS SET 56
AT A GREATER PROFIT
IN THE LUDLOW SHOP

12 Point No. 4 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE ELROD PRODUCES 67
AN ABUNDANCE OF FINER
QUALITY STRIP MATERIALS
AT LOW OPERATING COST

12 Point No. 3 Ludlow 6-LPLE Lining Plate Gothic Light Extended

QUALITY COMPOSITION SET 18
WITH THE LUDLOW SYSTEM IS
IN A SOLID SLUG FORM WHICH
SAVES MUCH TIME IN MAKE-UP

12 Point No. 2 Ludlow 6-LPLE Lining Plate Gothic Light Extended

PLANT PRODUCTION INCREASES 63
WITH USE OF THE LUDLOW SYSTEM
FOR DISPLAY COMPOSITION AND IN
FINE QUALITY JOB AND RULE WORK

12 Point No. 1 Ludlow 6-LPLE Lining Plate Gothic Light Extended

EVERY YEAR SHOWS A MARKED INCREASE 49
IN THE NUMBER OF LUDLOW USERS AND IT IS
NO WONDER BECAUSE LUDLOW PROVIDES AN
OPPORTUNITY TO BOOST SHOP PRODUCTION

6 Point No. 4 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE LUDLOW SYSTEM FOR PRODUCING RULEFORM 39
COMPOSITION HAS PROVED TO BE A REAL BOON TO ALL
LUDLOW-EQUIPPED PRINTERS. QUALITY IS EXCELLENT
AND THEY ARE PRODUCED ACCURATELY AND RAPIDLY

6 Point No. 3 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE MERITS OF THE LUDLOW SYSTEM OF HAND COMPOSITION 28
ARE VERIFIED BY HUNDREDS OF TESTIMONIALS FROM USERS ALL
OVER THE WORLD. PROFIT-MINDED PRINTERS WILL INVESTIGATE
THE LUDLOW FOR JOB AND DISPLAY COMPOSITION REQUIREMENTS

6 Point No. 2 Ludlow 6-LPLE Lining Plate Gothic Light Extended

TO THE PRINTER WITH A SMALL JOB PLANT THE LUDLOW IS ECONOMICAL 54
FACILITIES FOR PRODUCING A WIDE RANGE OF COMPOSITION HERETOFORE
FOUND ONLY IN THE LARGE PLANTS ARE NOW AVAILABLE TO THE SMALL JOB
SHOPS THAT HAVE INSTALLED THE LUDLOW SLUG SYSTEM OF COMPOSITION

6 Point No. 1 Ludlow 6-LPLE Lining Plate Gothic Light Extended

The 6 Point No. 1 size sets solid on 4 Point Slug

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? –

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

CITY COUNCIL TO MEET 12 TODAY AND DISCUSS THE PLANS FOR NEW SCHOOL

18 Point No. 2 Ludlow 44-MC Commerce Gothic Medium Condensed

INCREASE IN PRODUCTION 34 IS CREDITED TO THE LUDLOW BY MANY LARGE PUBLISHERS

18 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

BETTER PRINTERS ARE FINDING 56 THE LUDLOW COMMERCE GOTHICS POPULAR FOR SETTING JOB WORK

12 Point No. 4 Ludlow 44-MC Commerce Gothic Medium Condensed

SUBSTANTIAL SAVINGS IN MAKEREADY 18 TIME WITH LUDLOW SLUG COMPOSITION HELPS PRINTERS INCREASE PRODUCTION

12 Point No. 3 Ludlow 44-MC Commerce Gothic Medium Condensed

THE LUDLOW SYSTEM HAS MANY ADVANTAGES 91 WHICH MAKE FOR PROFITABLE SHOP OPERATION INCREASING QUANTITY AND QUALITY OF PRODUCT

12 Point No. 2 Ludlow 44-MC Commerce Gothic Medium Condensed

CITY OPERA COMPANY ANNOUNCES A BIG DEMAND FOR 13 RESERVATIONS FOR THE OPENING OF THE OPERA SEASON NEXT SATURDAY EVENING WHEN MARTHA WILL BE HEARD

12 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

THE WIDE RANGE OF GOTHICS NOW AVAILABLE IN LUDLOW MATRIX 67 FORM IS A BOON TO LUDLOW USERS. MORE CUSTOMER-SATISFACTION CAN BE HAD THROUGH USE OF THESE EXCELLENT TYPEFACE DESIGNS

6 Point No. 4 Ludlow 44-MC Commerce Gothic Medium Condensed

OFFICE FORMS OF EVERY DESCRIPTION, INCLUDING CROSS RULEFORMS, CAN BE 89 SET AND MADE UP RAPIDLY AND EFFICIENTLY WITH THE LUDLOW ALL-SLUG SYSTEM OF HAND COMPOSITION. PROFIT-MINDED PRINTERS SHOULD INVESTIGATE LUDLOW

6 Point No. 3 Ludlow 44-MC Commerce Gothic Medium Condensed

THE SIMPLICITY OF MECHANISM AND OPERATION OF THE LUDLOW MAKE IT A FAVORITE WITH 20 COMMERCIAL AND NEWSPAPER PLANT OWNERS. UPKEEP IS MINIMIZED TO SUCH AN EXTENT THAT EXPENDITURE OF ONLY A FEW DOLLARS IS NECESSARY OVER THE ENTIRE WORKING YEAR

6 Point No. 2 Ludlow 44-MC Commerce Gothic Medium Condensed

ADVERTISERS TODAY DEMAND THAT THEIR SALES MESSAGES BE SET IN ATTRACTIVE AND LEGIBLE TYPEFACES 45 SO AS TO POSITIVELY ENSURE A RETURN FROM THEIR INVESTMENT AND PLANTS THAT ARE EQUIPPED WITH THE LUDLOW ALL-SLUG SYSTEM FIND THAT THEIR TYPEFACES ARE BEST SUITED TO COMPLY WITH THESE DEMANDS

6 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

All these fonts align with each other at the bottom of the letter characters

The 6 Point No. 1 size sets solid on 4 Point Slug

For other series in the Ludlow Commerce Gothic family see page 159

Characters in Complete Font

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z & $ 1 2
3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

THE GARDEN CITY LAUNDRY CO.

MEN'S LIST

DRESS SHIRTS

WORK SHIRTS

COLLARS

HANDKERCHIEFS

PAJAMAS

UNDERWEAR

SOX

SLACKS

COVERALLS

TELEPHONE

FOR

DATE 19 TIME

FROM

OF

ADDRESS

PHONE NO.

MESSAGE

RECEIVED BY

FINEST QUALITY 21 OF COTTON SHIRTS

18 Point No. 2 Ludlow 45-L Lining Litho Light

BIG CONSTRUCTION 34 MACHINERY IS MOVED

18 Point No. 1 Ludlow 45-L Lining Litho Light

AUER PRINTING HOUSE 56 PRODUCES SCHOOL BOOKS

12 Point No. 4 Ludlow 45-L Lining Litho Light

SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

12 Point No. 3 Ludlow 45-L Lining Litho Light

STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON

12 Point No. 2 Ludlow 45-L Lining Litho Light

THE LUDLOW ALL-SLUG SYSTEM AFFORDS 37 PRINTERS OPPORTUNITY FOR EXTRA PROFIT

12 Point No. 1 Ludlow 45-L Lining Litho Light

NEWSPAPER PUBLISHER REPORTS GAIN IN LINAGE 68 SINCE GENERAL TYPOGRAPHY HAS BEEN IMPROVED WITH AN EXCELLENT SELECTION OF LIGHT AND BOLD LUDLOW TYPEFACES FOR SETTING ADS AND HEADS

6 Point No. 4 Ludlow 45-L Lining Litho Light

PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDLOW SYSTEM OF SLUG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND FAST. PRINTERS WISHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WEEK SHOULD MODERNIZE

6 Point No. 3 Ludlow 45-L Lining Litho Light

THE STRIKING EFFECTS OBTAINED BY THE USE OF LUDLOW TYPEFACES IN 45 FINE COMMERCIAL PRINTING AND NEWSPAPER ADVERTISEMENTS HAS BEEN COMMENTED UPON BY MANY INFLUENTIAL MEN IN TYPOGRAPHIC CIRCLES. A REQUEST BY MAIL WILL BRING SPECIMEN SHEETS OF LATEST LUDLOW FACES

6 Point No. 2 Ludlow 45-L Lining Litho Light

EVERY LINE CAST ON THE LUDLOW IS UNIFORM IN HEIGHT BECAUSE THE SLUG IS HELD 62 FIRMLY IN THE TYPEFACE MATRICES WHILE THE BOTTOM IS BEING TRIMMED. THIS AND MANY OTHER IMPORTANT FEATURES OF THE LUDLOW SYSTEM MAKE IT A VALUABLE COMPOSING ROOM TOOL. THOUSANDS OF SATISFIED USERS THE WORLD OVER FIND IT SO

6 Point No. 1 Ludlow 45-L Lining Litho Light

The 6 Point No. 1 size sets solid on 4 Point Slug

Characters in Complete Font

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z & $ 1 2

3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? —

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

FINER QUALITY 12 TEXTILE PRODUCT

18 Point No. 2 Ludlow 45-B Lining Litho Bold

BIG CONSTRUCTION 34 MACHINERY IS MOVED

18 Point No. 1 Ludlow 45-B Lining Litho Bold

AUER PRINTING HOUSE 56 PRODUCES SCHOOL BOOKS

12 Point No. 4 Ludlow 45-B Lining Litho Bold

SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

12 Point No. 3 Ludlow 45-B Lining Litho Bold

STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON

12 Point No. 2 Ludlow 45-B Lining Litho Bold

THE LUDLOW ALL-SLUG SYSTEM AFFORDS 37 PRINTERS OPPORTUNITY FOR MORE PROFIT

12 Point No. 1 Ludlow 45-B Lining Litho Bold

NEWSPAPER PUBLISHER REPORTS LINAGE GAIN 68 SINCE GENERAL TYPOGRAPHY HAS BEEN IMPROVED WITH EXCELLENT SELECTION OF LIGHT AND BOLD LUDLOW TYPEFACES FOR SETTING ADS AND HEADS

6 Point No. 4 Ludlow 45-B Lining Litho Bold

PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDLOW SYSTEM OF SLUG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND FAST. PRINTERS WISHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WEEK SHOULD MODERNIZE

6 Point No. 3 Ludlow 45-B Lining Litho Bold

THE STRIKING EFFECTS OBTAINED BY THE USE OF LUDLOW TYPEFACES IN 45 FINE COMMERCIAL PRINTING AND NEWSPAPER ADVERTISEMENTS HAS BEEN COMMENTED UPON BY MANY INFLUENTIAL MEN IN TYPOGRAPHIC CIRCLES. A REQUEST BY MAIL WILL BRING SPECIMEN SHEETS OF LATEST LUDLOW FACES

6 Point No. 2 Ludlow 45-B Lining Litho Bold

EVERY LINE CAST ON THE LUDLOW IS UNIFORM IN HEIGHT BECAUSE THE SLUG IS HELD 62 FIRMLY IN THE TYPEFACE MATRICES WHILE THE BOTTOM IS BEING TRIMMED. THIS AND MANY OTHER IMPORTANT FEATURES OF THE LUDLOW SYSTEM MAKE IT A VALUABLE COMPOSING ROOM TOOL. THOUSANDS OF SATISFIED USERS THE WORLD OVER FIND IT SO

6 Point No. 1 Ludlow 45-B Lining Litho Bold

The 6 Point No. 1 size sets solid on 4 Point Slug

Characters in Complete Font

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z & $ 1 2

3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? —

Characters listed below sold separately

The per cent mark is made for all sizes %

Fractions are available for 6 pt. Nos. 2 & 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

LUDLOW RECORD GOTHIC

THE LUDLOW SYSTEM OF COMPOSITION IS 12
Being used successfully and profitably in many hundreds of the leading commercial shops and daily and weekly newspapers all over the world

12 Point Ludlow 6-R Record Gothic

THE ELROD STRIP CASTER PRODUCES UNLIMITED 34
Supplies of spacing materials and rules in a wide range of thicknesses. True economy in the printing plant is to have plenty of leads and slugs and rule always on hand

10 Point Ludlow 6-R Record Gothic

THE SMALL AMOUNT OF SPACE THAT IS REQUIRED FOR THE 56
Ludlow as compared with the single type system is a feature that should not be overlooked by printers with a limited amount of floor space. Investigate this and other important features of the Ludlow system for absolute true economy in composing room production

8 Point Ludlow 6-R Record Gothic

A POPULAR SCHOOL OF PRINTING HAS RECENTLY PURCHASED A LARGE 78
Ludlow equipment to teach this modern method of setting and casting job and display composition. The simplicity of mechanism of the Ludlow machine and the ease of handling matrices has created a wide interest among the students in the composition class which heretofore had taught only the single type system

6 Point Ludlow 6-R Record Gothic

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
. : , ; - ' ! ? —

LUDLOW VICTORIA ITALIC

A SCHOOL OF PRINTING 12

12 Point No. 4 Ludlow 18 Victoria Italic

STYLES FOR SUMMER WEAR 34

12 Point No. 3 Ludlow 18 Victoria Italic

LUDLOW EQUIPMENT IS BEING USED 56
IN HUNDREDS OF THE BETTER PLANTS

12 Point No. 2 Ludlow 18 Victoria Italic

LUDLOW QUALITY ALL-SLUG COMPOSITION IS 78
PRAISED BY PRESSROOM SUPERINTENDENTS

12 Point No. 1 Ludlow 18 Victoria Italic

FORMAL DANCE WILL BE GIVEN TUESDAY EVENING 90
BY A PROMINENT MEMBER OF NORTH SHORE SOCIETY

6 Point No. 4 Ludlow 18 Victoria Italic

A NOTICEABLE INCREASE IN PRINTING PLANT PRODUCTION 49
GOES INTO EFFECT AS SOON AS A LUDLOW SYSTEM IS ADOPTED

6 Point No. 3 Ludlow 18 Victoria Italic

FOR QUALITY WORK AND MORE PROFIT CAST YOUR RULEFORMS WITH 85
THE TRULY ECONOMICAL LUDLOW SYSTEM OF RULEFORM COMPOSITION

6 Point No. 2 Ludlow 18 Victoria Italic

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

LUDLOW ENGRAVERS BOLD

SOLIDITY 12

24 Point No. 1 Ludlow 17 Engravers Bold

OFFICE FILE 34

18 Point No. 2 Ludlow 17 Engravers Bold

A WIDE LETTER 56

18 Point No. 1 Ludlow 17 Engravers Bold

INCREASE PROFITS 78

12 Point No. 3 Ludlow 17 Engravers Bold

QUALITY JOB PRINTING 90

12 Point No. 2 Ludlow 17 Engravers Bold

PRINT ALL OFFICE FORMS FROM 63
LUDLOW SLUG-CAST COMPOSITION

12 Point No. 1 Ludlow 17 Engravers Bold

CAST TYPE FORMS IN MULTIPLE WITH THE 29
LUDLOW AND SPEED UP PRESS PRODUCTION

6 Point No. 5 Ludlow 17 Engravers Bold

MANY NEW ORIGINAL TYPEFACES BY LUDLOW ARE 71
PROCURABLE IN MATRICES IN A FULL RANGE OF SIZES

6 Point No. 4 Ludlow 17 Engravers Bold

MANY ENTHUSIASTIC ENDORSEMENTS OF THE LUDLOW SYSTEM 60
ARE BEING RECEIVED FROM SATISFIED USERS THE WORLD OVER

6 Point No. 3 Ludlow 17 Engravers Bold

SLUGLINES CAST ON THE LUDLOW ARE UNIFORM IN HEIGHT WHICH MAKES 54
FOR A DECIDED DECREASE IN THE TIME SPENT BY PRESSMEN ON MAKEREADY

6 Point No. 2 Ludlow 17 Engravers Bold

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . : , ; - ' ' ! ? —

10 Point Ludlow 23-UB Underwood Bold

THE ELROD LEAD, SLUG, RULE AND BASE CASTER

No composing room can operate economically and efficiently without an adequate supply of strip material—leads, slugs, rule and base. Every few minutes during the day compositors have need for strip material for one purpose or another—for rules, for spacing between lines and paragraphs, for make-up, for blanking out white space, for press lock-up, for foundry bearers, or for base.

With an Elrod on the floor, strip material is produced so easily and economically that the bins for leads and slugs are readily kept filled. An ample supply of strip material can always be kept on hand so that when the operator reaches for it he finds it there—ready for use in the form on which he is working.

Composing room executives who have cured the evil of strip material shortage by installing Elrod equipment testify to the noteworthy and often surprising economies which have resulted.

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890

abcdefghijklmnopqrstuvwxyz.:,;-'!?—()[]'"@¢#%*/=°½⅛¾

12 Point Ludlow 23-UB Underwood Bold

LUDLOW SYSTEM OF HAND-SET, SLUG-CAST COMPOSITION

Upon choosing a face of type, anyone who has used printing has frequently had the sad experience of finding that the supply of it was limited, that costs of composition would be prohibitive, or that it could not be used for everyday printing.

The essential feature of the Ludlow system of job and display composition is the substitution of hand composition of matrices, from which lines are cast in slug form, for the hand composition of single types.

This feature solves the age-old problems of type supply and limitations of use, at the same time providing consequential savings over the cost of hand composition with single types. It is small wonder, then, that the Ludlow system is fast growing in popularity.

Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890

abcdefghijklmnopqrstuvwxyz.:,;-'!?—()[]'"@¢#%*/=°½⅛¾

INCREASING 31
Number of shops
adopt our system

24 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 290 points

DISPENSE WITH 75
Type storage methods
and cast display lines
for ads as need arises

18 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 230 points

THE SUPERIORITY OF 96
Ludlow typefaces is proven
by their wide usage by many
of the foremost newspapers

14 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 177 points

THE LUDLOW MACHINE 71
Has comparatively few moving
parts and there are no intricate
adjustments for the operator to
make when setting mixed sizes

12 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 162 points

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

ſ T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g g h i j k l

m n o p q r s ſ t u v

w x y z

. : , ; - ‘ ’ ! ? ( ) [ ] —

EXTRA

The per cent mark is designed for all sizes but is not included in the regular font. It may be purchased separately.

%

MODERN 8
Display face

72 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 878 points

SIMPLIFIED 4
Ad composing

60 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 737 points

TYPE SUPPLY 58
Is important factor

48 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 564 points

INQUIRIES WILL 10
Be conducted by city

42 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 499 points

HERE IS FACE FOR 80
Those seeking modernity

36 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 428 points

LOCAL COLUMNIST TO 15
Write features for syndicates

30 Point Ludlow 22-M Ultra-Modern [McMurtrie]
Length of lower-case alphabet: 359 points

LA CONGA

- three floor shows nightly
- nationally-known entertainers
- two excellent orchestras
- delicious food and drink
- popular prices—always

don's

River Drive and Algonquin Street • Niles

The woman of today accepts facial care by moderne as a keynote for true perfection in beauty culture...May we have the pleasure of serving you soon?

moderne

chandler & brice streets

A TRADITION OF PRODUCTION



Fifty years of steady production of quality plumbing and heating fixtures and fittings indicates that Cranston products must be in demand. No production costs have been spared to give heating experts the kind of equipment they will be proud to install. It would be a pleasure to have you visit us.

THE CRANSTON COMPANY

NO LIMITED 10
Supplies of faces
in Ludlow plants

24 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 286 points

THE EASE WITH 72
Which these matrices
are assembled speeds
up display line setting

18 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 214 points

BY SETTING JOBS IN 54
Multiple the Ludlow way you
save hours of press time and
thereby realize greater profit

14 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 159 points

THE BUSINESS MAN WHO 69
Is interested in getting the most
out of his advertising budget will
give a good deal of attention to
typographic arrangement of ads

12 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 149 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
ſ T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m
n o p q r s ſ t u v w x y z
. : , ; - ' ' ! ? – ( ) [ ]

Characters listed below sold separately

A B C D G M N P T

Swash characters are made for all sizes

%

The per cent mark is made for all sizes

CREATION OF 12
New Ludlow faces
aids typographers

48 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 592 points

GOOD TASTE IN 34
Typography is shown
in a new series of ads

42 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 486 points

LUDLOW SYSTEM 56
Gives print shop owners
the advantage of having
unlimited supply of type

36 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 438 points

TO CREATE ADS WITH 78
Power to sell the layout man
must first give consideration
to the very important duty of
selecting attractive typefaces

30 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]
Length of lower-case alphabet: 365 points

DEED IS 4 Rewarded

72 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 1078 points

ELECTION 5 Law to pass

60 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 893 points

CIVIC BODY 81 Discusses plans

48 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 688 points

BUSY SEASON 14 For all merchants in sales campaign

42 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 606 points

HEAVY MODERN 28 Typeface that brings attractiveness to ads

36 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 517 points

SHOWS 69 Dress styles for autumn

30 Point Ludlow 22-B Ultra Modern Bold
Length of lower-case alphabet: 432 points

CLIENTELE 72 Is increased by the print shop with a Ludlow

24 Point Ludlow 22-B Ultra Modern Bold
Length of lower-case alphabet: 347 points

A SALE OF NEW 10 Fall suits for young men starts today in our basement store

18 Point Ludlow 22-B Ultra Modern Bold
Length of lower-case alphabet: 258 points

TO DERIVE THE MOST 98 From your investments in advertising your ads must have the power to attract

14 Point Ludlow 22-B Ultra Modern Bold
Length of lower-case alphabet: 189 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ' ! ? ( ) [ ] –

The per cent mark is sold separately

%

A LIGHTING 90
System is being devised for use at a dangerous turn in highway

24 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 323 points

COMPOSITION 52
Set by the Ludlow system will not pi because the form is made up solidly with all typefaces cast in solid slugs

18 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 286 points

LUDLOW SYSTEM IS 48
In every detail the most efficient way to set and make up an ad or a job. It has proven its merits in hundreds of printing plants the country over

14 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 213 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' " ! ? [ ] ( ) — •

The per cent mark is sold separately
%

A FINE NOVEL 12
Based on college life goes to press

48 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 644 points

POLO CLUB HAS 34
Leased seven acres of land in city limits for big tournament

42 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 556 points

REIS HIGH SCHOOL 56
Band wins first award in the national contest held here July twelfth

36 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 480 points

THIS IS AN EXCELLENT 78
Ludlow typeface based on a design that is appealing to the reader. Many prefer it for giving ads effectiveness

30 Point Ludlow No. 25 Stygian Black
Length of lower-case alphabet: 400 points

Startling Effects 12 In ad layouts by a clever art student

48 Point Ludlow 25-I Stygian Black Italic

Length of lower-case alphabet: 601 points

New Chic Dresses 34 Of finest quality are on sale this week at the Crest smart shop

42 Point Ludlow 25-I Stygian Black Italic

Length of lower-case alphabet: 521 points

Continuation School 56 Offers attractive courses in mathematics and art at a low cost for tuition

36 Point Ludlow 25-I Stygian Black Italic

Length of lower-case alphabet: 452 points

Exhibit Of Fine Art And 78 Sculpture will start Sunday and continue for one month in the Manchester building at ninety east Grove avenue

30 Point Ludlow 25-I Stygian Black Italic

Length of lower-case alphabet: 376 points

The Western 90 Open golf title is won by a twenty year old Preston university youth

24 Point Ludlow 25-I Stygian Black Italic
Length of lower-case alphabet: 305 points

The Ludlow Is 93 Installed in most of the leading job plants the world over because of its economic value to printing industry

18 Point Ludlow 25-I Stygian Black Italic
Length of lower-case alphabet: 280 points

Quality Composition 54 In a solid all-slug form produced with Ludlow will help printers who are aiming to give their clients good service and satisfaction at a low cost

14 Point Ludlow 25-I Stygian Black Italic
Length of lower-case alphabet: 211 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ' ! ? ( ) [ ] – '

LOW PRICES 53
On real estate to help the builder

18 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 314 points

A SELECTION OF 95
Excellent typefaces is now available in a complete size range

14 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 254 points

A SINGLE LINE OR A 72
Thousand lines all in the same face can be set and cast without loss of time

12 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 211 points

ALL NEWSPAPER ADS 41
Should be made up in an impressive manner so as to be sure to bring results

10 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 201 points

DIFFICULTIES IN PRESSROOMS 84
Such as space and quad work-ups can be entirely eliminated by use of Ludlow all-slug display system

8 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 148 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. : , ; - ' ! ? ( ) — ¶ •

The per cent mark is sold separately

%

For fractions see fraction specimen pages

PRINTING 12
Plays big role in daily work

48 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 827 points

HIGH PRICE 34
Asked for large city parking lot

42 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 717 points

HUNDREDS OF 56
Modern job plants show larger profit

36 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 605 points

HIGHLIGHTS OF A 78
Fine talk by secretary of city boys clubs will be found on page four

30 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 500 points

SLUGLINES CAST ON A 90
Ludlow are notably strong and heavy stereo pressure does not break them down

24 Point Ludlow No. 15 Ludlow Black
Length of lower-case alphabet: 402 points

TOOLS OF 12
High quality
at low prices

48 Point Ludlow 15-I Ludlow Black Italic — Length of lower-case alphabet: 867 points

LANDSLIDE 34
Causes big loss
to land owners
in the foothills

42 Point Ludlow 15-I Ludlow Black Italic — Length of lower-case alphabet: 747 points

BOLDNESS OF 56
This italic gives it
powerful appeal
to eyes of readers

36 Point Ludlow 15-I Ludlow Black Italic — Length of lower-case alphabet: 643 points

NEW TYPEFACES 78
Cast in all-slug form
on the Ludlow make
for quality job work
and forceful display

30 Point Ludlow 15-I Ludlow Black Italic — Length of lower-case alphabet: 527 points

DEMAND 90
High courts
act on issue

24 Point Ludlow 15-I Ludlow Black Italic
Length of lower-case alphabet: 427 points

AN AUCTION 53
Sale of all types
of equipment is
now going on at
city warehouse

18 Point Ludlow 15-I Ludlow Black Italic
Length of lower-case alphabet: 328 points

OFFICIAL NEWS 72
Agency offers new
interesting weekly
feature to all daily
and weekly papers

14 Point Ludlow 15-I Ludlow Black Italic
Length of lower-case alphabet: 268 points

NEW MODEL AUTOS 69
Are to be previewed in
the showrooms of most
of the county's leading
dealers Saturday noon

12 Point Ludlow 15-I Ludlow Black Italic
Length of lower-case alphabet: 219 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? — ( ) "

$1234567
890.,

84 Point Ludlow Black Advertising Figures

$12345678
90.,

72 Point Ludlow Black Advertising Figures

$1234567890.,

60 Point Ludlow Black Advertising Figures

$67^{45}

84 Point Ludlow Black Advertising Figures shown in combination with 42 point Ludlow Black regular figures

$52

72 Point Ludlow Black Advertising Figures shown in combination with 36 point Ludlow Black dollar sign

89^{15}

60 Point Ludlow Black Advertising Figures shown in combination with 30 point Ludlow Black regular figures

All the advertising figures shown on this page are driven in one and one-quarter inch matrices

NEW CITY PROJECTS WILL EMPLOY 190 MEN FOR THE BALANCE OF THE SUMMER

48 Point Ludlow 35-EC Lafayette Extra Condensed

Stocks Gain Rapidly In Heavy Day of Buying; Wheat Lower

48 Point Ludlow 35-EC Lafayette Extra Condensed
Length of lower-case alphabet: 299 points

UNITED SHIPPING BOARD REPORTS A LARGE INCREASE IN EXPORTING THIS YEAR DUE TO 24 NEW TRADE PACTS

36 Point Ludlow 35-EC Lafayette Extra Condensed

Contract Let For City Recreation Building Which Calls For Completion By October 5

36 Point Ludlow 35-EC Lafayette Extra Condensed
Length of lower-case alphabet: 219 points

PLANE COMPLETES FLIGHT AROUND ENTIRE WORLD IN RECORD TIME; 42 ABOARD

24 Point Ludlow 35-EC Lafayette Extra Condensed

Political Speeches Stir Public In the Contest For City Mayor

24 Point Ludlow 35-EC Lafayette Extra Condensed
Length of lower-case alphabet: 151 points

RECORD-HERALD INVITES PUBLIC TO SEE NEW LUDLOW EQUIPMENT; INSTALLS 16 MODERN TYPEFACES

18 Point Ludlow 35-EC Lafayette Extra Condensed

Printers' Club to Hold Annual Exhibit Of Fine Printed Pieces Starting Today

18 Point Ludlow 35-EC Lafayette Extra Condensed
Length of lower-case alphabet: 114 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ' ! ? ( ) —

The per cent mark is made for all sizes and may be purchased separately

%

A FINE LINE 90
Of sportswear being reduced for this sale

24 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 242 points

A DIRECT MAIL 57
Campaign will promote a great many large sales if it is powerful and attractive

18 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 194 points

SALE PRICE FIGURES 10
Up to over three inches high can be cast on the Ludlow in unlimited quantities for use in dollar day ads

14 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 145 points

ONCE AN AD OR JOB HAS 63
Been corrected it stays correct when it is Ludlow-set. Solid sluglines avert all risks of price figures or letters becoming transposed before the forms go to press

12 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 122 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

The following special characters and ligatures are included in all fonts excepting the 42 and 48 point sizes.

ff fi ffi fl ffl Qu ct st
¶ ' " ( ) [ ]

COLUMN OF 12
Interesting articles on how to run your farm

48 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 504 points

EXAMPLES OF 34
Old printed pieces are to be exhibited here in July

42 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 434 points

ACTIVE MEMBERS 56
Of chamber of commerce will make a goodwill tour to many important manufacturing cities

36 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 353 points

LUDLOW IS DESIGNED 78
To meet the exacting requirements of both commercial print shops and newspapers. Notable savings can be afforded either type of printing plant

30 Point Ludlow 2-L Cheltenham Oldstyle
Length of lower-case alphabet: 293 points

MOVIES OF A 12
Battle in the air will be feature attraction

48 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 521 points

EQUIPMENT IS 34
Being purchased by an outstanding city printer

42 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 452 points

SOLID LINES CAST 56
On a Ludlow will stand up under severe stereo pressure and long cylinder press runs

36 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 379 points

STRIKING DESIGNS IN 78
Home construction are exhibited in the foyer of the public library under the auspices of united real estate dealers of Camden County

30 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 313 points

MUNICIPAL 90
Bond issue floated for traction system

24 Point Ludlow 2-LI Cheltenham Oldstyle Italic
Length of lower-case alphabet: 257 points

WESTERN GOLF 63
Champion comes east to challenge other sectional champions for world title

18 Point Ludlow 2-LI Cheltenham Oldstyle Italic
Length of lower-case alphabet: 193 points

NO MORE WORKUPS 82
On the press after the Ludlow system of all-slug composition has been installed because all faces are cast in solid sluglines

14 Point Ludlow 2-LI Cheltenham Oldstyle Italic
Length of lower-case alphabet: 155 points

FLUSH LEFT HEADINGS 47
In newspaper columns give modern streamlined appearance. Many of the country's best newspapers have adopted this modern headline style

12 Point Ludlow 2-LI Cheltenham Oldstyle Italic
Length of lower-case alphabet: 134 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. : , ; - ' ! ? —

Fall Hats Now On Sale 23
In The Basement At Grants

48 Point Ludlow 2-LIC Cheltenham Cursive

Yacht Club To Hold Race 45
In Park Lagoon On Wednesday

42 Point Ludlow 2-LIC Cheltenham Cursive

Exhibition Will 16
Close July Second

36 Point Ludlow 2-LIC Cheltenham Cursive

X-Ray Machine To 89
Be Installed In The New
County Hospital Monday

24 Point Ludlow 2-LIC Cheltenham Cursive

Band Concerts To 75
Start In Ulmer Park

30 Point Ludlow 2-LIC Cheltenham Cursive

Quaint Designs Made By Old 10
Masters Were Sold At Auction
Held The Seventh Of December

18 Point Ludlow 2-LIC Cheltenham Cursive

New Spring Frocks

Specially Priced

To introduce a complete line
of smart frocks, Sally's Dress
Shop will place a number of
new models on sale at a
price sure to please

The Sally Dress Shop

Characters in Complete Font

A B C D E
F G H I J
K L M N
O P Q R S
T U V W
X Y Z

Cheltenham Cursive Initials can be purchased separately or with the lower-case matrices of Cheltenham Oldstyle Italic as complete fonts

BERTON COLLEGE 12
Offers attractive courses in advanced engineering to interested young men

36 Point Ludlow 2-LW Cheltenham Wide — Length of lower-case alphabet: 440 points

LOCAL BUSINESS MEN 34
Meet to make plans for a huge combined dollar day event for a duration of two days to clear stores of seasonal merchandise

30 Point Ludlow 2-LW Cheltenham Wide — Length of lower-case alphabet: 354 points

EVERY LUDLOW-EQUIPPED 56
Composing room affords printers and publishers many fine advantages two of which are an inexhaustible supply of bright new modern typefaces and the extreme simplicity of its operation

24 Point Ludlow 2-LW Cheltenham Wide — Length of lower-case alphabet: 293 points

CARTON AND BOX MAKERS FIND AN 78
Invaluable asset in the Ludlow. Carton printing quickly wears and rounds off type which must be replaced to keep the printing job clear and sharp but with Ludlow this expense is entirely eliminated because multiple casts may be made from a single setting of matrices to replace the sluglines which are worn from hard impressions

18 Point Ludlow 2-LW Cheltenham Wide — Length of lower-case alphabet: 224 points

OPEN AIR MEETING IS 90
Being arranged for next joint band and chorus concert to be held next week. An amplifier will be installed to ensure fine reception in each seat section

14 Point Ludlow 2-LW Cheltenham Wide
Length of lower-case alphabet: 171 points

LARGE TRACT OF TIMBER 52
Will be preserved and transformed into a National forest. The beauty of this untouched tract will be admired by tourists for many years to come

12 Point Ludlow 2-LW Cheltenham Wide
Length of lower-case alphabet: 140 points

STYLIST FOR AN EXCLUSIVE 84
Clyde avenue store will conduct a style show of her beautiful creations for the coming season. The garments are the last word in feminine attire yet priced to come within every woman's budget

10 Point Ludlow 2-LW Cheltenham Wide
Length of lower-case alphabet: 134 points

MATCHLESS IN POWER AMONG THE 73
Arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. We may through printed pages confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization down to the present day

8 Point Ludlow 2-LW Cheltenham Wide
Length of lower-case alphabet: 106 points

TYPEFACES FROM THE FOUR POINT SIZE UP 68
To ninety-six point may be cast on the Ludlow without a machine or mold change. This feature is invaluable to the printer for setting mixed sizes and faces for ad and job composition. Every progressive printer will investigate this and other important Ludlow features

6 Point Ludlow 2-LW Cheltenham Wide
Length of lower-case alphabet: 92 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
Qu ct st ff fi ffi fl ffl
¶ ' " ( ) [ ]
. : , ; - ' ! ? —

LARGE GIFT TO 90
University announced by city trust company

24 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 224 points

TRAFFIC MANAGER 53
Of airline reports a twenty percent increase in express shipments for first half year

18 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 181 points

MAGAZINE ADVERTISER 62
Authorizes his agency to prepare a national campaign for the purpose of announcing improved products

14 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 139 points

THE SUCCESS OF ANY PRINTING 41
Plant whether it be a commercial shop or a newspaper depends largely upon men and machinery. The versatile Ludlow is the machine to produce all display lines

12 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 121 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

The following special characters and ligatures are included in all fonts excepting the 42 and 48 point sizes.

ff fi ffi fl ffl Qu ct st
¶ " ' ( ) [ ]

BIG HEADLINE IS 12
Set and cast rapidly with versatile Ludlow system

48 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 436 points

NORTH OF THE RIO 34
Is title of an interesting new book by a well-known writer

42 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 375 points

CONDUCTED TOURS TO 56
All scenic parts of the country are being offered by railroad and bus companies at very attractive rates

36 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 319 points

PRESSROOM PERFORMANCE 78
Can be improved if the forms furnished it are set by the Ludlow all-slug system. Sharp new typefaces of uniform height and cast in sluglines reduce makeready

30 Point Ludlow 2-LC Cheltenham O. S. Condensed
Length of lower-case alphabet: 268 points

EXHIBIT OF FINE ARTS WILL 21
Open Monday in the Mason Library

36 Point Ludlow 2-BO Cheltenham Bold Outline

Length of lower-case alphabet: 459 points

MUSIC FESTIVAL SPONSORED BY A 31
Chicago newspaper attracts a record crowd to the municipal stadium last Monday night

30 Point Ludlow 2-BO Cheltenham Bold Outline

Length of lower-case alphabet: 378 points

EXHIBIT OF RARE 45
Paintings will open in the public library next week for a period of eight days

24 Point Ludlow 2-BO Cheltenham Bold Outline
Length of lower-case alphabet: 307 points

MANY PUBLISHERS ARE 67
Now installing the Ludlow slug system for setting their display heads and newspaper headings to cut down costs of production

18 Point Ludlow 2-BO Cheltenham Bold Outline
Length of lower-case alphabet: 232 points

A Fall Bouquet

Your perfume subtly enfolds you as does your cloak and always about you is its atmosphere of fugitive charm. The fragrance you wear is really a part of you, so care must be taken in its selection be it your favorite flower or the mingling odors of a bouquet. Our perfumes satisfy the most discriminating.

Obtainable at Most Good Shops

RIVIERA PERFUME CO.

NEW YORK • LOS ANGELES • CHICAGO

Text set in Cheltenham Oldstyle

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v w

x y z . : , ; - ' ! ? —

EXHIBIT 29
In the library

30 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 379 points

SIMPLICITY 41
Of this typeface

24 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 305 points

FLEXIBILITY OF 61
Ludlow display heads

18 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 233 points

NEW GOLF COURSE IS 61
Opened with a tournament

14 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 177 points

LUDLOW HAS HELPED US 90
Turn out printing of better class

12 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 155 points

RECORD CROWDS ATTEND 23
The opening of the baseball season

10 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 142 points

DISTRIBUTION IS A THING OF THE 56
Past with the Ludlow system of composition

8 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 112 points

FORMS PRINTED DIRECT FROM LUDLOW 89
Slugs help the printer to make a fair margin of profit

6 Point Ludlow 2-B Cheltenham Bold
Length of lower-case alphabet: 95 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

ELECT A 2
New mayor

72 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 943 points

PRINTERS 3
Hold meeting

60 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 780 points

DEMANDS 7

60 Point Ludlow 2-B Cheltenham Bold—Caps Only. Driven in $\frac{7}{8}$-inch matrices.

EXHIBITION 45
Will open Friday

48 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 621 points

ANNOUNCE A 87
Change in schedule

42 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 552 points

A POPULAR OLD 90
Design that is still in use

36 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 459 points

SPRING 3
Sale opens

72 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 1003 points

PRESENT 6
Club leaders

60 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 847 points

ADVERTISE 21
New periodicals

48 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 647 points

ANNOUNCE A 13
Change in policies

42 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 568 points

SPECIMEN OF AN 45
Ancient trade is found

36 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 479 points

MANY PRINTERS ARE 61
Now installing this system

30 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 392 points

DESIGNS A 78
New skyscraper

24 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 318 points

SIMPLICITY OF 90
The Ludlow machine

18 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 236 points

MANY PUBLISHERS 23
Install the all-slug system

14 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 185 points

UNIVERSITIES REPORT A 45
Large increase in enrollment in the many Graphic Arts courses

12 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 157 points

LARGE CROWDS ATTEND 61
The exhibit of fine printing held in the new library the past week

10 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 152 points

THE LUDLOW SYSTEM PROVIDES 89
An unlimited supply of new and unbroken typefaces eliminating hunting for sorts

8 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 121 points

MODERN EQUIPMENT IS ESSENTIAL IF 26
The printer wants to make a fair profit and produce printing that assures future orders

6 Point Ludlow 2-BI Cheltenham Bold Italic
Length of lower-case alphabet: 108 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

EXHIBIT OF 67
Fine books opens

30 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 286 points

IDEAL SYSTEM 89
For setting ad heads

24 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 234 points

BIG CROWD ENROLLS 18
For summer school in Gary

18 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 177 points

MANY PRINTERS ARE NOW 90
Installing the Ludlow slug system

14 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 141 points

HUGE CROWD ATTENDS A SERIES 45
Of concerts sponsored by the park board

12 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 120 points

POLICE AND FIRE DEPARTMENT TO 10
Hold athletic field day in the new stadium

10 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 115 points

BATTERED AND WORN TYPE A THING OF THE 11
Past in the shop equipped with the Ludlow slug system

8 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 91 points

FINE DISPLAY COMPOSITION OBTAINABLE AT LOWER 31
Cost by this most practical of all display typesetting systems

6 Point Ludlow 2-BC Cheltenham Bold Condensed
Length of lower-case alphabet: 80 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

SCHEDULE 8
To be changed

72 Point Ludlow 2-BC Cheltenham Bold Condensed — Length of lower-case alphabet: 760 points

PRINTERS TO 8
Convene Monday

60 Point Ludlow 2-BC Cheltenham Bold Condensed — Length of lower-case alphabet: 629 points

MODERNIZES 9

60 Point Ludlow 2-BC Cheltenham Bold Condensed—Caps Only. Driven in 7/8-inch matrices.

MODERN PLANT 23
Builds a new addition

48 Point Ludlow 2-BC Cheltenham Bold Condensed — Length of lower-case alphabet: 480 points

TYPE SHORTAGE IS 41
Eliminated with a Ludlow

42 Point Ludlow 2-BC Cheltenham Bold Condensed — Length of lower-case alphabet: 418 points

COSTS ARE CUT WITH 67
Ease by this new slug system

36 Point Ludlow 2-BC Cheltenham Bold Condensed — Length of lower-case alphabet: 351 points

PRINTERS 2
Meet Sunday

72 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 787 points

ANNOUNCES 5
New tariff rates

60 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 650 points

CITY LEADERS 37
Endorse new project

48 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 516 points

UNIVERSITY WILL 61
Hold track meet today

42 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 452 points

HEADLINES ARE CAST 78
In solid slugs on the Ludlow

36 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 376 points

A BIG TECHNICAL COLLEGE 94
Reports an increase in enrollment

30 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic — Length of lower-case alphabet: 309 points

CONCERTS TO 20
Be given by the city in the public parks during the summer

24 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic
Length of lower-case alphabet: 253 points

ORIENTAL EXHIBIT 34
Will be held on the first floor of the new public library beginning Friday

18 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic
Length of lower-case alphabet: 197 points

UNIVERSITY REPORTS A 56
Large enrollment for the new graphic arts course which will be opened at the next semester beginning the fourteenth of July

14 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic
Length of lower-case alphabet: 154 points

MANY ATTRACTIVELY DESIGNED 61
Typefaces are available for the use of the layout man in the shop which has installed the Ludlow slugline system for setting their display composition

12 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic
Length of lower-case alphabet: 131 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

A SIMPLE METHOD 75
Of casting display lines
in slugs from hot metal

24 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.
Length of lower-case alphabet: 212 points

THE LUDLOW MACHINE IS 83
Sturdy in construction and has
but few moving parts that wear
making for low cost in upkeep

18 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.
Length of lower-case alphabet: 159 points

THE SIMPLICITY OF THE LUDLOW 50
System has been favored feature with
numbers of printing plant owners and
newspaper publishers the world over

14 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.
Length of lower-case alphabet: 133 points

HIGH COMPOSING ROOM PRODUCTION 48
Costs can immediately be radically reduced
with the installation of the efficient all-slug
system of display composition in which the
Ludlow plays an immensely important part

12 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.
Length of lower-case alphabet: 109 points

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z
. : , ; - ’ ! ? —

SPECIALIZING 6
In all-slug forms

72 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 661 points

PRODUCING HIGH 7
Quality composition

60 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 523 points

A LARGER MEASURE 58
Of economy with Ludlow

48 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 415 points

ATTRACTIVE ADS WILL 60
Promote high reader interest

42 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 366 points

AMPLE SUPPLY OF DISPLAY 37
Faces always available as needed

36 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 307 points

WHEN SHARP NEW TYPEFACES ARE 92
Used a clearly printed sheet is the result

30 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed
Length of lower-case alphabet: 251 points

REVIVES 62
Suit to retain rich oil lands

48 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 843 points

RESTORES 43
Ancient fossils found in Egypt

42 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 736 points

ADDITIONAL 56
Rich land deals to be transacted this week in Appleton

36 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 617 points

COMPETITION IS 78
Met easily by printers whose plants contain a modern equipment for setting slug forms quickly and correctly

30 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 502 points

REPORT 90
Mutiny on a fishing boat near islands

24 Point Ludlow 2-BE Cheltenham Bold Extended
Length of lower-case alphabet: 415 points

GOVERNOR 63
Praises a rescue crew for ardent support given in railway disaster

18 Point Ludlow 2-BE Cheltenham Bold Extended
Length of lower-case alphabet: 309 points

ADVERTISING IS 84
One of the most vital helps to merchants in a local and a national distribution of goods

14 Point Ludlow 2-BE Cheltenham Bold Extended
Length of lower-case alphabet: 237 points

AN ELROD SLUG AND 27
Rule caster in your plant provides compositors with an unlimited supply of all thicknesses of quality rule faces and leads and slugs

12 Point Ludlow 2-BE Cheltenham Bold Extended
Length of lower-case alphabet: 196 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$1234567890
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. : , ; - ' ! ? —

85^{25} $\$73$

120 Point **(Title)** Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures
with 72 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures and Dollar Sign

94^{98} $\$20$

96 Point **(Title)** Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures
with 60 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures and Dollar Sign

19^{73}

84 Point **(Title)** Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures with 48 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures.

$\$57$

72 Point **(Title)** Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures with 42 point (regular) Ludlow Cheltenham Bold Condensed Dollar Sign

Matrices for the 120, 96 and 84 point are engraved. Each character in these sizes is a separate unit, cast the long way of the slug. Sold in figure fonts of one matrix each of figures, dollar sign, period and comma.

LUDLOW STENCIL

. . . a new typeface produced by the Ludlow Typograph Company. . . . Letters with the breaks characteristic of stencils will prove useful to the typographer seeking deliberately to convey an impression of informality.

The 36 point size, title lining, is shown in the heading lines above.

For more than forty-five years
Home Furnishings of distinction
have borne the trade mark of

HENRI

Complete line of furniture and
furnishings to suit every need.

HENRI FURNITURE HOUSE
NEW YORK • BOSTON • NEWARK • TOPEKA • DALLAS

36 Point Ludlow No. 41 Stencil

MITCHELL OFFERS 12
HUGE OPENING SALE

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7
8 9 0 . : , ; - ‘ ’ ! ? — ◆

The per cent mark is sold separately

RAPID JOB AND 74
Ad composition in the plant that is equipped with a Ludlow system

18 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 236 points

COMPOSING ROOMS 58
That are equipped with the Ludlow system have ample supplies of sharp new faces

14 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 182 points

THE ADVERTISER GETS 39
A greater return from his sales message if he chooses typefaces that attract the eye of the reader

12 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 162 points

MUCH FLOOR SPACE CAN BE 61
Saved by the elimination of large type racks with the installation of Ludlow system of all-slug display composition

10 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 138 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi ffi fl ffl . : , ; - ' ! ? —

In each font of 14 point to 48 point the following characters are also included

fa ffa fe ffe fo ffo fr
ffr ft fu ffu fy ( ) [ ]

The Swash Characters listed below are not furnished with regular fonts but they can be purchased separately in any size. The character ct with swashes in 10 and 12 point only

A B D M N Q P
R Th th ct st & r y f

PUBLISHERS 12
Praise the Ludlow for its fine product

48 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 606 points

CONTEST FOR 34
Model plane builders to be announced soon

42 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 527 points

SOCIETY EDITOR 56
Of the Inland Chronicle starts a new feature page

36 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 449 points

A COMPLETE LINE OF 78
Quality apparel for particular women goes on sale tomorrow

30 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 364 points

UPPER CLASSMEN PLAN A 90
Public debate in the school assembly hall on the important subject of the past and future affairs of the world

24 Point Ludlow 10-L Artcraft
Length of lower-case alphabet: 299 points

FURNISHES 12
Entertainer for a tennis club dinner

48 Point Ludlow 10-LI Artcraft Italic — Length of lower-case alphabet: 595 points

PRODUCTION 34
Begins today on new style passenger autos

42 Point Ludlow 10-LI Artcraft Italic — Length of lower-case alphabet: 516 points

COMPOSITION IS 56
Easier to handle when it is cast in solid slug form

36 Point Ludlow 10-LI Artcraft Italic — Length of lower-case alphabet: 438 points

LENGTHY PROGRAM 78
Being planned for the second annual meet of famous artists

30 Point Ludlow 10-LI Artcraft Italic — Length of lower-case alphabet: 358 points

INVENTION OF PRINTING 90
In the year fourteen hundred forty by Johann Gutenberg has proved a great aid to the welfare of mankind

24 Point Ludlow 10-LI Artcraft Italic — Length of lower-case alphabet: 291 points

AUTO RACING 63
Starts today at Liege with the world's most noted drivers entered

18 Point Ludlow 10-LI Artcraft Italic
Length of lower-case alphabet: 227 points

PRINTING COURSE 58
Is to be added to a lengthy list of trades which are to be taught at Stagg school

14 Point Ludlow 10-LI Artcraft Italic
Length of lower-case alphabet: 189 points

BOY SCOUT TROOP TO 47
Leave Friday for their annual one-month camping trip under the supervision of three great leaders in Boy Scout activities

12 Point Ludlow 10-LI Artcraft Italic
Length of lower-case alphabet: 159 points

LUDLOW COMPOSITION IN 48
Ads and job work eliminates many of the printer's worries. Once a line is set and cast there is no danger of type pulling out or of spaces working up

10 Point Ludlow 10-LI Artcraft Italic
Length of lower-case alphabet: 134 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi ffi fl ffl . : , ; - ' ! ? —

Characters listed below sold separately

CA CB CD CM CN CT
CP CR Th th ct gg st
r~ y~ ty~ of Qe Qo Qu

SCHOOL BOOK 42
Contract is given to Beldon printing and binding corporation

18 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 249 points

QUALITY PRINTING 75
At a minimum production cost when jobs are set by the rapid Ludlow system

14 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 192 points

PRESSROOM TROUBLE 83
Is a costly item to printers and it can be eliminated if all forms are set the sure Ludlow way

12 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 168 points

TICKET SALE BEGINS SOON 91
For the huge indoor circus which is scheduled for first of next month at the South Manchester amphitheater

10 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 140 points

OWNERS OF BOXMAKING PLANTS 26
Who desire to improve the appearance and quality of their imprinted boxes will do well to investigate Ludlow all-slug composition

8 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 116 points

THE PRINTER WHO IS EQUIPPED WITH A 39
Modern line of composing room machinery is in a position to deliver his printed products on a mass production basis at a far greater margin of profit

6 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 98 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. : , ; - ' ! ? —

PRESIDENT 12
of athletic club is retained for year

48 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 646 points

DIRECTOR TO 34
Select cast for three new movie thrillers

42 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 557 points

EVERT COUNTY 56
highway commissioner resigns April sixteenth

36 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 480 points

QUAKER CITY NEWS 78
Inaugurates Sunday edition with excellent new features

30 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 390 points

HUNDREDS OF THE FINEST 90
Printing and publishing plants are equipped with the efficient Ludlow system for producing display lines

24 Point Ludlow 10-B Artcraft Bold
Length of lower-case alphabet: 313 points

PROMOTE 12
Loyal employee to sales manager

48 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 674 points

PRINTERS 90
In search of the way to a lower cost for display will investigate Ludlow system

24 Point Ludlow No. 9 Powell
Length of lower-case alphabet: 334 points

SCHEDULE IS 34
Approved by four officials of railroad

42 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 587 points

PROFIT GAIN 62
Is reported by plant executives after the Ludlow slug system had been installed in place of single types

18 Point Ludlow No. 9 Powell
Length of lower-case alphabet: 259 points

SOLICIT FUNDS 56
For purchase of safety equipment installed in city recreation centers

36 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 495 points

AMPLE SUPPLIES 49
Of brand new typefaces always on hand ready to meet any emergency in a plant equipped with the efficient Ludlow system

14 Point Ludlow No. 9 Powell
Length of lower-case alphabet: 207 points

SUITS OF QUALITY 78
Materials for men and boys are on sale this week in the bargain basement store at a price heretofore unheard of

30 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 404 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

A STUPENDOUS 90
Sale of sporting goods is now in full progress and will not end until our entire stock of fine merchandise has been cleared from the store

18 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 230 points

DEEP SEA DIVERS TO 52
Attempt salvage of the rich cargo in hold of large ocean steamer which sank in storm eleven miles off Grand Island in the Pacific nearly fourteen years ago with large life loss

14 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 174 points

ADVERTISING DISPLAY IN 37
Mixed sizes and faces can be set and cast quickly and efficiently with the Ludlow system because an operator has no mold or machine changes to make when a change of size or face is necessary and because of the ease with which matrices are assembled and spaced in Ludlow casting stick

12 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 142 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. : , ; - ' ! ? —

RECEPTION TO 12
Be tendered officials of paper corporation at the Hotel Carlton

42 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 531 points

AN INTERESTING 34
Book on typography by a master of printing art is considered one of the finest ever to be printed

36 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 452 points

BAND CONCERTS ARE 56
Being given nightly in newly constructed band shell under the sponsorship of combined Morland City musical groups

30 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 367 points

QUALITY COMPOSITION SET 78
In attractive Ludlow typefaces and cast in slug form on a Ludlow will aid printers in producing the kind of job work their customers expect

24 Point Ludlow No. 4 Cushing Antique
Length of lower-case alphabet: 301 points

CHAMBER OF COMMERCE 23
Will meet next Thursday evening to discuss the effect of traction bill

36 Point Ludlow No. 7 Laureate

Length of lower-case alphabet: 472 points

SIERRA RANGE HAS A RECORD 34
Ore season as shipments are speeded due to the added capacity of new lake steamers

30 Point Ludlow No. 7 Laureate

Length of lower-case alphabet: 384 points

A LARGE CROWD 11
Attends first ball game held under lights in the stadium Friday evening

24 Point Ludlow No. 7 Laureate
Length of lower-case alphabet: 319 points

MANY PUBLISHERS ARE 89
Now installing the Ludlow slug system of composition to set all of their news headlines and all their advertising display heads

18 Point Ludlow No. 7 Laureate
Length of lower-case alphabet: 234 points

Men's Clothes

Abnormal values at subnormal prices. Business suits that could make a congressman look like a banker. Sporting clothes that could make a golfer feel like a par player. We can assure you some excellent values in each one of them that will permit a dollar to do a dollar job every time.

$27.50 $35.00 $37.50

PETERSON & CO.

341 Michigan Boulevard, Chicago, Illinois

CHICAGO · NEW YORK · SAN FRANCISCO

Text set in Caslon Bold

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v w

x y z . : , ; - ' ! ? —

HONOR A 78
Group of nine winners in the typing contest

30 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 345 points

INSURANCE 90
Company issues a printed statement of its transactions for past two years

24 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 282 points

SALE OF WHITE 63
Goods will start today and continue until the entire stock of surplus materials is exhausted

18 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 219 points

Characters in Complete Font

ABCDEFGHI
JKLMNOPQR
STUVWXYZ&
$1234567890
abcdefghijklm
nopqrstuvwxyz
.:,;-'!?—

CITY EDITOR 12
Cooperates in plan to train more men for syndicate work

48 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 570 points

SPECIAL SALES 34
On finer quality suits and overcoats will be advertised in the next issue of town shopper

42 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 497 points

THE PRINTER CAN 56
Produce more and better jobs if he has the Ludlow system functioning in his plant which gives him all display on solid sluglines

36 Point Ludlow 8-B Clearface Bold
Length of lower-case alphabet: 426 points

NO BROKEN 12
Or worn letters in a Ludlow-set line

48 Point Ludlow 8-BI Clearface Bold Italic — Length of lower-case alphabet: 602 points

AUTO DEALER 34
Reports new high in annual sales volume

42 Point Ludlow 8-BI Clearface Bold Italic — Length of lower-case alphabet: 511 points

FOREIGN EVENTS 56
Will be covered by eight prominent reporters of a world-wide news service

36 Point Ludlow 8-BI Clearface Bold Italic — Length of lower-case alphabet: 436 points

THE LUDLOW CASTER 78
Is of sturdy construction and simple design which makes a fine combination for a saving in operating and upkeep costs

30 Point Ludlow 8-BI Clearface Bold Italic — Length of lower-case alphabet: 361 points

PUBLISHER 90
Asks an increase of one dollar per inch on ad space

24 Point Ludlow 8-BI Clearface Bold Italic
Length of lower-case alphabet: 295 points

CLYDE MANOR 53
Subdivision owner is preparing a series of descriptive folders on the many advantages of living in his newly developed settlement

18 Point Ludlow 8-BI Clearface Bold Italic
Length of lower-case alphabet: 233 points

QUALITY PRINTING 68
Can be produced with less effort and less expense if a Ludlow is in operation in composing room. Printers with obsolete composition methods should not fail to investigate Ludlow system

14 Point Ludlow 8-BI Clearface Bold Italic
Length of lower-case alphabet: 187 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi ffi fl ffl
. : , ; - ' ! ? —

Praktische Vorschläge 63
Der neue Katalog bringt eine reiche Auswahl der feinsten Sports-Modelle

24 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 186 points

Leistungskraft gesteigert 76
Kein Mangel an Schrift in der Setzerei. Jeder Auftrag ohne Verzögerung erledigt

20 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 174 points

Berichte aus dem fernen Osten 52
Zuverlässige Nachrichten aus allen Teilen der Welt findet man in der dreimal wöchentlich erscheinenden Handelsbeilage der Auslandspost

16 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 135 points

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s ſ t u v w x y z
ff fi fl ffi ffl ß ß ch ck ll
. : , ; - ' ! ? ( )
Ä Ö Ü ä ö ü

Für Herbst und Winter 25
Unser Spezial-Angebot in Kleidern und Sportblusen

48 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 383 points

Graphische Kunstanstalten 38
Reiche Auswahl in modernen Schriften für den Anzeigenteil

42 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 319 points

Kraftwerk Rhenania Dortmund 19
Weitere Erhöhung der Produktion in allen Zweigen der Lederbranche

36 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 288 points

Spare Raum und Geld mit der Ludlow 43
Eine umfangreiche Einrichtung kann ohne Schwierigkeit in einem gedrängten Raume aufgestellt werden. Katalog auf Verlangen

28 Point Ludlow Fraktur (No. 16-1)
Length of lower-case alphabet: 234 points

Gute Bücher 28
aus dem Verlag
Heinz Spengler

48 Point Ludlow Fraktur (No. 16-2) Length of lower-case alphabet: 640 points

Neue Betriebe 59
Arbeit und Fleiß
führt zu Erfolgen

42 Point Ludlow Fraktur (No. 16-2) Length of lower-case alphabet: 565 points

Ferien in Florida 73
Eröffnung der neuen
Sporthalle in Joliet

36 Point Ludlow Fraktur (No. 16-2) Length of lower-case alphabet: 488 points

Auktion feiner Gemälde 60
Ein frohes Weihnachtsfest
und gesundes Neues Jahr
Kaufhaus Martin Holden

28 Point Ludlow Fraktur (No. 16-2) Length of lower-case alphabet: 371 points

Neue Wege 35
im Bilderdruck
Ausstellung in
der Kunsthalle

24 Point Ludlow Fraktur (No. 16-2)
Length of lower-case alphabet: 317 points

Kenner wählen 42
Ludlow-Schriften
für ausdrucksvolle
Inserate jeder Art

20 Point Ludlow Fraktur (No. 16-2)
Length of lower-case alphabet: 254 points

Auswahl in Hüten 85
Neueste Modelle aus
dem bekannten Salon
Arkadia in New York

16 Point Ludlow Fraktur (No. 16-2)
Length of lower-case alphabet: 210 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s ſ t u
v w x y z ch ck
ff fi fl ſſ ſi ſt ß ʒ ll
. : , ; = ' ! ? ( )
Ä Ö Ü ä ö ü

Die Reklame 13
Größter Erfolg
mit der Ludlow
im letzten Jahre

24 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 300 points

Neue Literatur 58
Wertvolle Bücher
das beste Geschenk
für unsere Jugend

20 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 260 points

Ein großer Vorteil 16
Ohne Verlust an Zeit
ist jede Arbeit mit der
Ludlow schnell gesetzt

16 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 215 points

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s ſ t u
v w x y z ch ck
ff fi fl ffi ffl ſt ß ß ll
. : , ; - ' ! ? ( )
Ä Ö Ü ä ö ü

Handarbeiten 19
Spezial-Verkauf
feiner Tonwaren

48 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 586 points

Neue Erfindung 35
Arbeitsberichte aus
der Metallindustrie

42 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 507 points

Handel und Verkehr 12
Lichtbildvorträge über
modernen Straßenbau

36 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 438 points

Steigerung in Produktion 18
Es giebt keine Arbeit, die als
Grenze der Leistungsfähigkeit
einer Ludlow zu bezeichnen ist

28 Point Ludlow Fraktur (No. 16-3)
Length of lower-case alphabet: 343 points

קוף אַ לאָדלאָ
און שפּאָר ציט!

84 Point Ludlow 29-1L Hebrew Modern

53 matrices cast vertically (1¼-inch matrices)

אין יעדע דרוקערי
וואו מען נוצט טיפּ

72 Point Ludlow 29-1L Hebrew Modern

149 matrices (1¼-inch matrices)

איז די לאָדלאָ מאַשין
די בעסטע מאָדערנע

60 Point Ludlow 29-1L Hebrew Modern

190 matrices (1¼-inch matrices)

סיסטעם וואו איר נוצט אַלע
מאָל שפּאָנעל-נייע שריפט

48 Point Ludlow 29-1L Hebrew Modern

212 matrices (⅞-inch matrices)

דער מטיק איז
אן אויסנאמע!

84 Point Ludlow 29-2B Hebrew Bold

53 matrices cast vertically (1¼-inch matrices)

אויף וועלכען איר
שטעלט צוזאמען

72 Point Ludlow 29-2B Hebrew Bold

149 matrices (1¼-inch matrices)

די טיפּ; איז גראדע
אזוי אינפאך ווי די

60 Point Ludlow 29-2B Hebrew Bold

190 matrices (1¼-inch matrices)

לאדלא אויף וועלכער עם
קען ארבייטן א לערן אינגל

48 Point Ludlow 29-2B Hebrew Bold

212 matrices (⅞-inch matrices)

דער סלאג איז דער
גרונט פון פרינטינג

84 Point Ludlow 29-3BC Hebrew Bold Condensed

53 matrices cast vertically (1¼-inch matrices)

מיט די לאדלאָ מיסטעם
אל-סלאג קאמפאזיציע

72 Point Ludlow 29-3BC Hebrew Bold Condensed

149 matrices (1¼-inch matrices)

יעדע שריפט פון 4 ביז 96
פונקטן קען מען פראדוצירן

60 Point Ludlow 29-3BC Hebrew Bold Condensed

190 matrices (1¼-inch matrices)

—שנעלער, בעסער און לייכטער
און מיט נייע מאדערנסטע שריפט

48 Point Ludlow 29-3BC Hebrew Bold Condensed

212 matrices (⅞-inch matrices)

LUDLOW ACCENTS

In ordering accented character matrices, use the character number as designated.

In the 60-point title line and the 72 and 84-point cap matrices, piece accent matrices are available. These are cast on a separate slug and placed over the regular character.

The following special characters are also available in practically all point sizes of the various typefaces:

English pound marks — Shilling strokes — Peso marks

European quotation marks — Florin marks

List of Accents Required for Various Languages

Bohemian	1, 2, 3, (*4), 5, 6, 37, (*38), 39, (*41), 42, 43, (*44), 45, 47,
Croatian	37, 43, 47, 60
Danish	50, 51
French	2, 7, 8, (*9), (*10), 11, (*13), 14, 15, (*16), 17, 19, 20, 21, 22, 23, 49, 50, 52
German	13, 16, 17
Hungarian	1, 2, (*3), 4, (*5), 16, 17, 54, (*55)
Italian	(*1), 2, (*3), (*4), (*5), 7, 8, 9, 10, 11, 21, 22
Lithuanian	26, 29, 37, 40, 43, 46, 47, 58, 59
Norwegian	50, 51
Polish	4, 58, 59, 60, 61, 62, 63, 64, 65
Portuguese	1, 2, 3, 4, 5, 17, 20, 22, 52, 70, 73, 79
Roumanian	19, †21, †31, 40, †67, †68
Slovak	1, 2, 3, 4, 5, 6, 13, 22, 37, 38, 41, 43, 47, 79
Slovenian	4, 37, 43, 47, 60
Spanish	1, 2, 3, 4, 5, 17, 79
Swedish	13, 16, 80

The above numbers refer only to the lower-case accents. Should cap accents be desired the numbers are prefixed by 100.

†Cap accents for these numbers not used in Roumanian. *Sometimes used but not necessary.

Regular Accents—For Various Languages

Accents should be ordered by numbers, as designated.

Note that the cap accents are numbered 100 higher than the corresponding lower-case accents.

LOWER CASE		CAPS		LOWER CASE		CAPS		LOWER CASE		CAPS		LOWER CASE		CAPS		LOWER CASE		CAPS	
1	á	101	Á	18	ÿ	118	Ÿ	35	ů	135	Ů	51	ø	151	Ø	68	ţ	168	Ţ
2	é	102	É	19	â	119	Â	36	ỳ	136	Ỳ	52	ç	152	Ç	70	ā	170	Ā
3	í	103	Í	20	ê	120	Ê	37	č	137	Č	53	ă	153	Ă	71	ē	171	Ē
4	ó	104	Ó	21	î	121	Î	38	ď	138	Ď	54	ő	154	Ő	72	ī	172	Ī
5	ú	105	Ú	22	ô	122	Ô	39	ě	139	Ě	55	ű	155	Ű	73	ō	173	Ō
6	ý	106	Ý	23	û	123	Û	40	į	140	Į	56	ě	156	Ě	74	ū	174	Ū
7	à	107	À	24	ŷ	124	Ŷ	41	ň	141	Ň	57	ŷ	157	Ŷ	75	ȳ	175	Ȳ
8	è	108	È	25	ā	125	Ā	42	ř	142	Ř	58	ą	158	Ą	77	đ	177	Đ
9	ì	109	Ì	26	ē	126	Ē	43	š	143	Š	59	ę	159	Ę	79	ñ	179	Ñ
10	ò	110	Ò	27	ī	127	Ī	44	ť	144	Ť	60	ć	160	Ć	80	å	180	Å
11	ù	111	Ù	28	ō	128	Ō	45	ů	145	Ů	61	ł	161	Ł	81	ğ	181	Ğ
12	ỳ	112	Ỳ	29	ū	129	Ū	46	ų	146	Ų	62	ń	162	Ń	92	ĉ	192	Ĉ
13	ä	113	Ä	30	ȳ	130	Ȳ	47	ž	147	Ž	63	ś	163	Ś	93	ĝ	193	Ĝ
14	ë	114	Ë	31	ă	131	Ă	48	ľ	148	Ľ	64	ż	164	Ż	94	ĥ	194	Ĥ
15	ï	115	Ï	32	ě	132	Ě	49	œ	149	Œ	65	ź	165	Ź	95	ĵ	195	Ĵ
16	ö	116	Ö	33	ĭ	133	Ĭ	50	æ	150	Æ	67	ş	167	Ş	96	ŝ	196	Ŝ
17	ü	117	Ü	34	ŏ	134	Ŏ												

Piece Accents

for use with 60-point title line (cap only ⅞" matrices) and the 72 and 84-point (1¼") cap matrices.

Also made in various styles and color to match fonts.

500 ● 501 ● ● 502 ■ 503 ■ ■ 504 ○ 505  506  507  508  509  510 

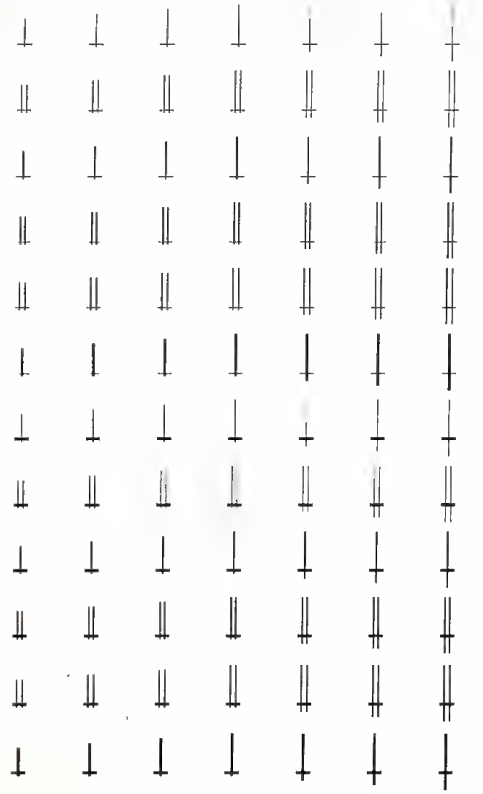
Horizontal Rule Matrices

Hairline
One-point } Made up in sets of rule matrices of different set widths from ¼ pica em to 21 pica ems, inclusive.

Intersecting Rule Matrices

Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.

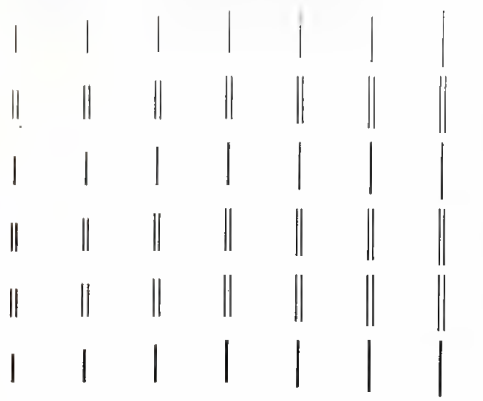


Horizontal Face	Vertical Face	Designation
Hairline	Hairline	RF 11-21
Hairline	Double Hairline (2 point white space)	RF 12-21
Hairline	Half-point	RF 13-21
Hairline	Double Half-point (1½ point white space)	RF 14A-21
Hairline	Double Half-point (2 point white space)	RF 14-21
Hairline	One-point	RF 17-21
One-point	Hairline	RF 71-21
One-point	Double Hairline (2 point white space)	RF 72-21
One-point	Half-point	RF 73-21
One-point	Double Half-point (1½ point white space)	RF 74A-21
One-point	Double Half-point (2 point white space)	RF 74-21
One-point	One-point	RF 77-21

Vertical Rule Matrices

Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.



Face	Designation
Hairline	RF 01-01
Double Hairline (2 point white space)	RF 02-01
Half-point	RF 03-01
Double Half-point (1½ point white space)	RF 04A-01
Double Half-point (2 point white space)	RF 04-01
One-point	RF 07-01

Slug-Aligning Rule Matrices

Face	Designation
Hairline	SA 10-91
One-point	SA 70-91
Blank Space	SA 00-90

Standard Point Sizes:
12, 14, 16, 18, 20, 22, and 24 point

LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER CAN 5000	LB. CAN 5001	LB. CANS 5002	GAL. CAN 5003	GAL. CANS 5004	REG. CAN 5005	REG. CANS 5006	TALL CAN 5007	TALL CANS 5008	SMALL CAN 5009	SMALL CANS 5010	LARGE CAN 5011	LARGE CANS 5012
NO. 1 CAN 5013	NO. 1 CANS 5014	NO. 2 CAN 5015	NO. 2 CANS 5016	NO. 2½ CAN 5017	NO. 2½ CANS 5018	NO. 3 CAN 5019	NO. 3 CANS 5020	8-OZ. CAN 5021	8-OZ. CANS 5022	12-OZ. CAN 5023	12-OZ. CANS 5024	
15-OZ. CAN 5025	15-OZ. CANS 5026	16-OZ. CAN 5027	16-OZ. CANS 5028	18-OZ. CAN 5029	18-OZ. CANS 5030	1-LB. CAN 5031	1-LB. CANS 5032	2-LB. CAN 5033	2-LB. CANS 5034	3-LB. CAN 5035	3-LB. CANS 5036	

GEORGIA PEACHES . . . 4 NO. 2½ CANS 65c

DEL MONTE COFFEE . . 2 1-LB. CANS 55c

CALIFORNIA PEARS . . 3 NO. 3 CANS 26c

DEL MONTE SALMON . . SMALL CAN 20c

CORNED BEEF HASH . . . . . PER CAN 20c

DEL MONTE CORN . . . . . LARGE CAN 15c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-M Tempo Medium

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN 4000	LB. CAN 4001	LB. CANS 4002	GAL. CAN 4003	GAL. CANS 4004	REG. CAN 4005	REG. CANS 4006	TALL CAN 4007	TALL CANS 4008	SMALL CAN 4009	SMALL CANS 4010	LARGE CAN 4011	LARGE CANS 4012
NO. 1 CAN 4013	NO. 1 CANS 4014	NO. 2 CAN 4015	NO. 2 CANS 4016	NO. 2½ CAN 4017	NO. 2½ CANS 4018	NO. 3 CAN 4019	NO. 3 CANS 4020	8-OZ. CAN 4021	8-OZ. CANS 4022	12-OZ. CAN 4023	12-OZ. CANS 4024	
15-OZ. CAN 4025	15-OZ. CANS 4026	16-OZ. CAN 4027	16-OZ. CANS 4028	18-OZ. CAN 4029	18-OZ. CANS 4030	1-LB. CAN 4031	1-LB. CANS 4032	2-LB. CAN 4033	2-LB. CANS 4034	3-LB. CAN 4035	3-LB. CANS 4036	

ACE CORN . . . 3 NO. 2½ CANS 37c

PET MILK . . . . . 4 TALL CANS 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER PKG. 5050	LB. PKG. 5051	LB. PKGS. 5052	1-LB. PKG. 5053	1-LB. PKGS. 5054	2-LB. PKG. 5055	2-LB. PKGS. 5056	3-LB. PKG. 5057	3-LB. PKGS. 5058	4-LB. PKG. 5059	4-LB. PKGS. 5060	5-LB. PKG. 5061	5-LB. PKGS. 5062	¼-LB. PKG. 5063	¼-LB. PKGS. 5064
½-LB. PKG. 5065	½-LB. PKGS. 5066	¾-LB. PKG. 5067	¾-LB. PKGS. 5068	1½-LB. PKG. 5069	1½-LB. PKGS. 5070	1¾-LB. PKG. 5071	1¾-LB. PKGS. 5072	LARGE PKG. 5073	LARGE PKGS. 5074	SMALL PKG. 5075	SMALL PKGS. 5076	REG. PKG. 5077	REG. PKGS. 5078	
MED. PKG. 5079	MED. PKGS. 5080	8-OZ. PKG. 5081	8-OZ. PKGS. 5082	15-OZ. PKG. 5083	15-OZ. PKGS. 5084	20-OZ. PKG. 5085	20-OZ. PKGS. 5086	32-OZ. PKG. 5087	32-OZ. PKGS. 5088	40-OZ. PKG. 5089	40-OZ. PKGS. 5090	PKG. OF 6 5091	PKGS. OF 6 5092	

SOAP FLAKES . . . 4 LARGE PKGS. 98c

R & W FLOUR . . . 2 4-LB. PKGS. 89c

CEYLON TEA . . . . 2 1-LB. PKGS. 99c

DRIED APRICOTS . . LARGE PKG. 20c

WILSON BACON . . . LB. PKG. 35c

WILSON COFFEE . . . ½-LB. PKG. 18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-B Tempo Bold

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER PKG. 4050	LB. PKG. 4051	LB. PKGS. 4052	1-LB. PKG. 4053	1-LB. PKGS. 4054	2-LB. PKG. 4055	2-LB. PKGS. 4056	3-LB. PKG. 4057	3-LB. PKGS. 4058	4-LB. PKG. 4059	4-LB. PKGS. 4060	5-LB. PKG. 4061	5-LB. PKGS. 4062	¼-LB. PKG. 4063	¼-LB. PKGS. 4064
½-LB. PKG. 4065	½-LB. PKGS. 4066	¾-LB. PKG. 4067	¾-LB. PKGS. 4068	1½-LB. PKG. 4069	1½-LB. PKGS. 4070	1¾-LB. PKG. 4071	1¾-LB. PKGS. 4072	LARGE PKG. 4073	LARGE PKGS. 4074	SMALL PKG. 4075	SMALL PKGS. 4076	REG. PKG. 4077	REG. PKGS. 4078	MED. PKG. 4079
MED. PKGS. 4080	8-OZ. PKG. 4081	8-OZ. PKGS. 4082	15-OZ. PKG. 4083	15-OZ. PKGS. 4084	20-OZ. PKG. 4085	20-OZ. PKGS. 4086	32-OZ. PKG. 4087	32-OZ. PKGS. 4088	40-OZ. PKG. 4089	40-OZ. PKGS. 4090	PKG. OF 6 4091	PKGS. OF 6 4092	LB. BAG 4101	LB. BAGS 4102

SUGAR . . . . 3 2-LB. PKGS. 89c

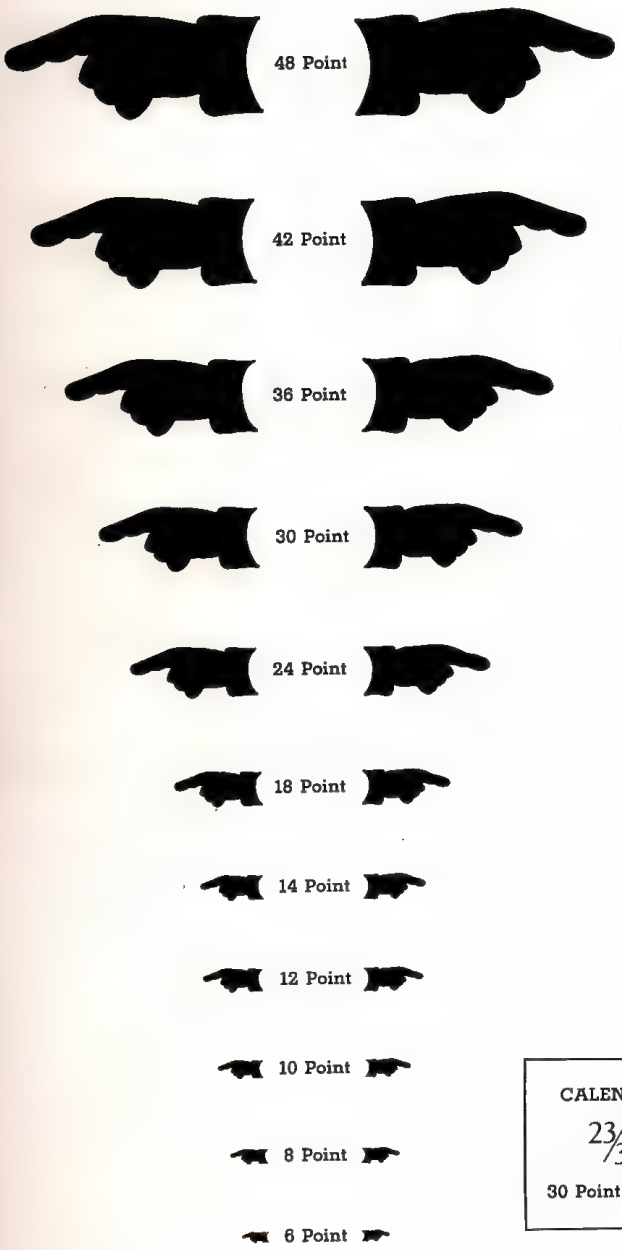
RAISINS . . . 2 1-LB. PKGS. 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 36 point Ludlow 28-B Tempo Bold

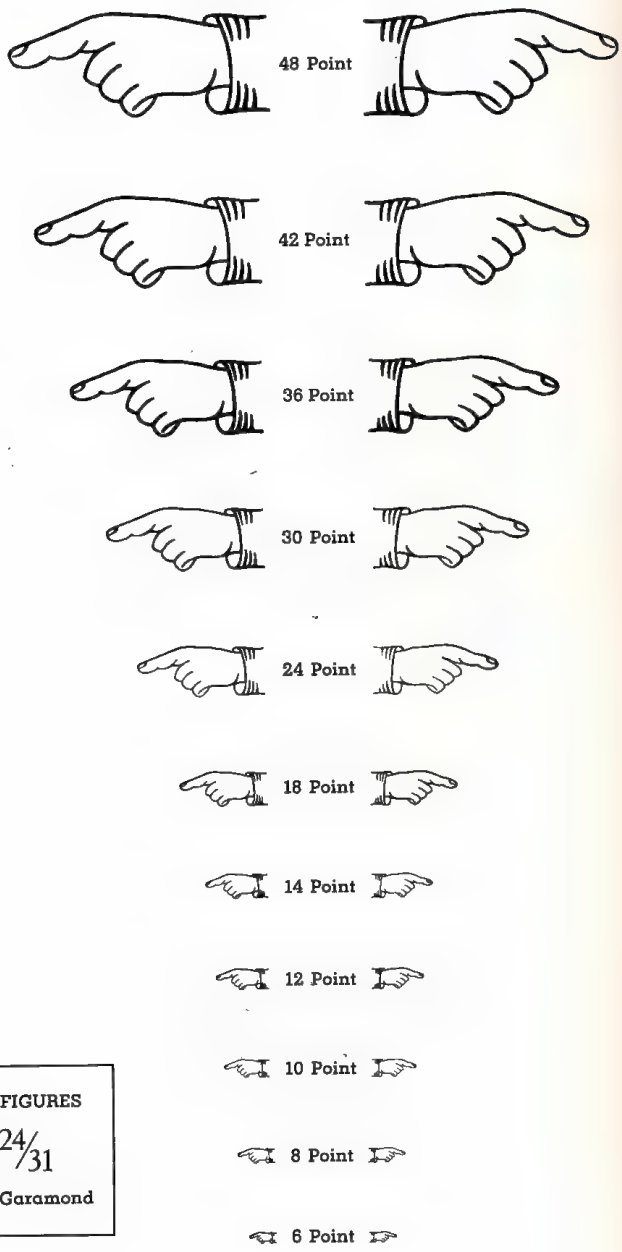
In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

FISTS—FULLFACE



FISTS—OUTLINE



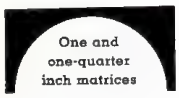
CALENDAR FIGURES

23/30 24/31

30 Point 24-L Garamond

CORNER BLOCK FOR BUSINESS REPLY CARD





Window Indicators



No. 955 No. 956

PRESCRIPTION MARK

℞

48 Point

Available in any standard typeface and point size

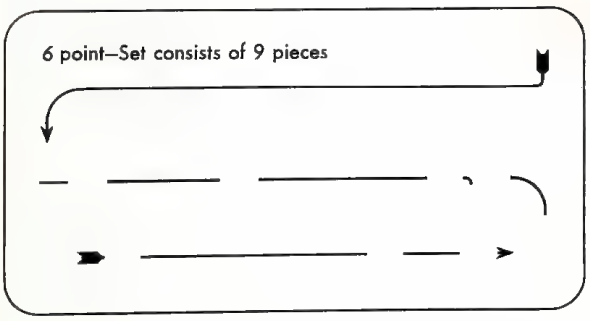
ARROWS

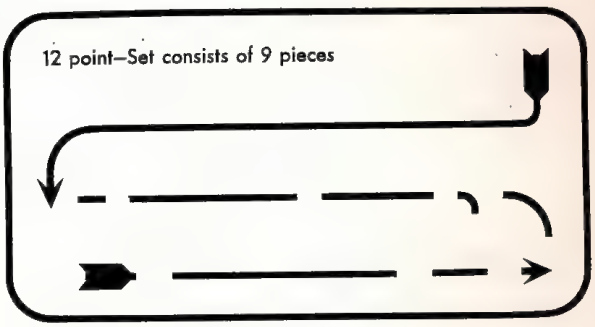


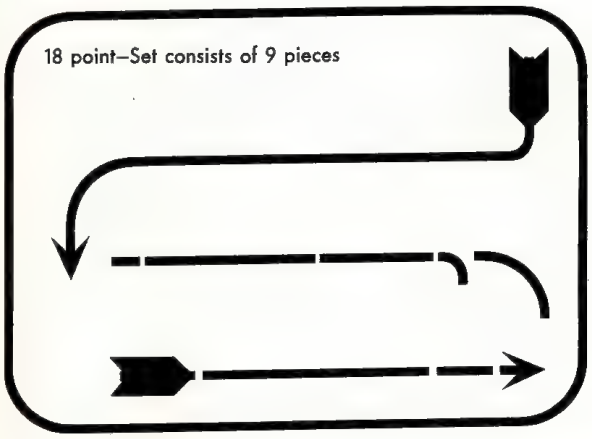
6 Point 12 Point

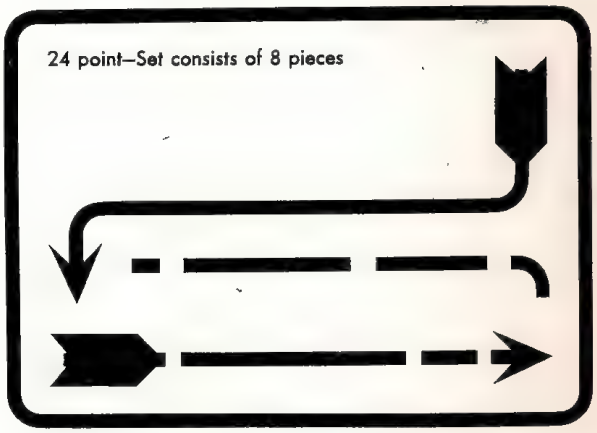
PRINTED IN U.S.A.

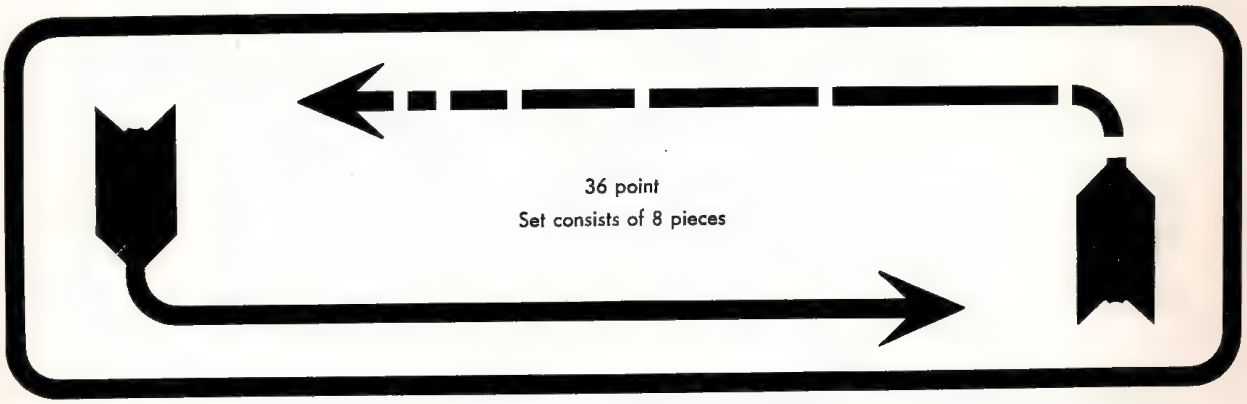
Matrix No. 1934











Coal

Now is the time to buy your supply of coal for winter at the best price

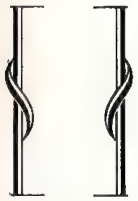
SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company
470 Central Boulevard
Chicago, Illinois

Border for window envelope formed from 6-point piece arrows

LUDLOW ADVERTISING BRACKETS



No. 412 No. 411
84 Pt. Ludlow Bracket
Cast lengthwise with the slug



No. 414 No. 413
84 Pt. Ludlow Bracket
Cast lengthwise with the slug

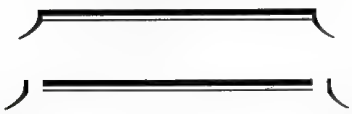


No. 416
84 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



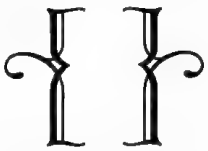
No. 415
84 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug

ADVERTISING BRACKETS

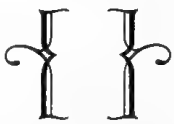


No. 456 No. 457 No. 458
Ludlow Piece Bracket
Cast lengthwise with the slug

No. 457 in sizes to make 96 pt., 120 pt., 144 pt., 168 pt., 192 pt., 216 pt., 240 pt. and 276 pt.

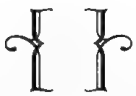


No. 454 No. 455
60 Pt. Ludlow Bracket
Cast lengthwise with the slug



No. 450 No. 451
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 492 No. 493
Cast lengthwise with the slug



No. 446 No. 447
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 488 No. 489
Cast lengthwise with the slug



No. 453
60 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 470 No. 469
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 494
48 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 468 No. 467
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 490
36 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 443
72 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 452
60 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 449 No. 448
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 495
48 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 445 No. 444
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug

No. 491
36 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug

DIPHTHONGS

Æ Œ æ œ
18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ
18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ
18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available in all point-sizes of all typefaces

MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY
As set with regular matrices

WAY
As set with mortised matrices

ATAVISM
As set with regular matrices

ATAVISM
As set with mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise
Caps—A, M
Lower-Case—a, e, o, u, r, s, y

Both Right and Left Top Mortise
Caps—A, M

Right-Hand Bottom Mortise
Caps—F, T, V, W, Y

Right-Hand Top Mortise
Caps—A, L, M

Left-Hand Bottom Mortise
Caps—T, V, W, Y

Both Right and Left Bottom Mortise
Caps—T, V, W, Y

The majority of sets of mortised matrices will not consist of the full 27 matrices because the applicability of the mortising idea varies in different faces with special reference to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.

LUDLOW 30-L KARNAK LIGHT

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-LM KARNAK INTERMEDIATE

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-M KARNAK MEDIUM

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-MEC KARNAK OBELISK

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-H KARNAK BLACK

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-HI KARNAK BLACK ITALIC

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 30-HC KARNAK BLACK CONDENSED

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

Each set of the above fractions contains 2 each of the following characters:

½ ⅓ ⅔ ¼ ¾

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 28-L TEMPO LIGHT

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-M TEMPO MEDIUM

[For additional Tempo Medium Fractions see page 218]

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-B TEMPO BOLD

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-BI TEMPO BOLD ITALIC

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-BC TEMPO BOLD CONDENSED

[For additional Tempo Heavy Fractions see page 218]

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-H TEMPO HEAVY

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-HC TEMPO HEAVY CONDENSED

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
3/4	3/4	3/4	3/4	3/4	3/4

Each set of the above fractions contains 2 each of the following characters:

½ ⅓ ⅔ ¼ ¾

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW 3-B BODONI BOLD

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 3-BEC BODONI CAMPANILE

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 3-H BODONI BLACK

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 6-C CONDENSED GOTHIC

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 6-B MEDIUM CONDENSED GOTHIC

[For additional Medium Condensed Gothic Fractions see page 218]

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 6-FEC FRANKLIN GOTHIC EXTRA CONDENSED

3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 42-MIC CORONET

3/4 72 Point | 3/4 60 Point | 3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

LUDLOW 42-BIC CORONET BOLD

3/4 72 Point | 3/4 60 Point | 3/4 48 Point | 3/4 42 Point | 3/4 36 Point | 3/4 30 Point | 3/4 24 Point | 3/4 18 Point

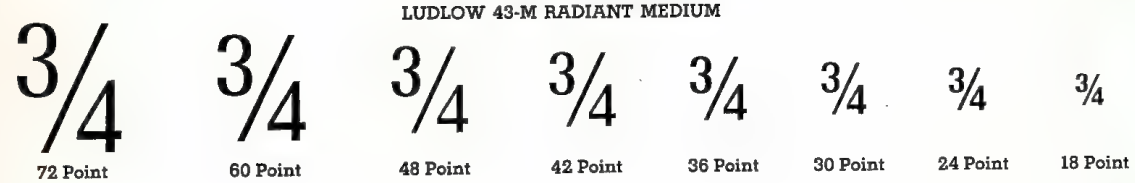
Each set of the above fractions contains 2 each of the following characters:

½ ⅓ ⅔ ¼ ¾

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 43-M RADIANT MEDIUM



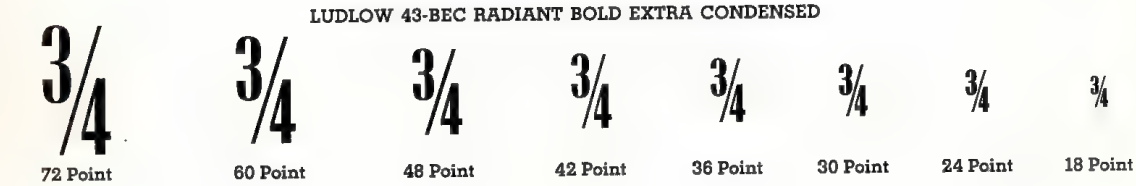
LUDLOW 43-B RADIANT BOLD



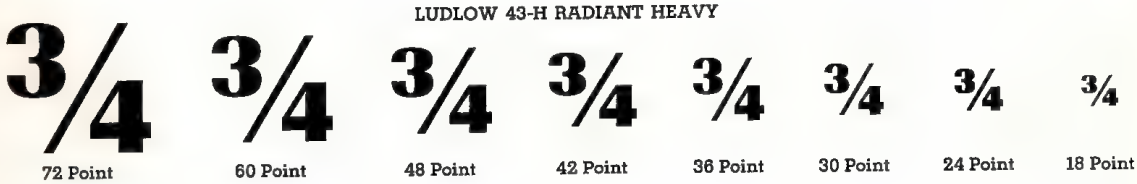
LUDLOW 43-BC RADIANT BOLD CONDENSED



LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED



LUDLOW 43-H RADIANT HEAVY



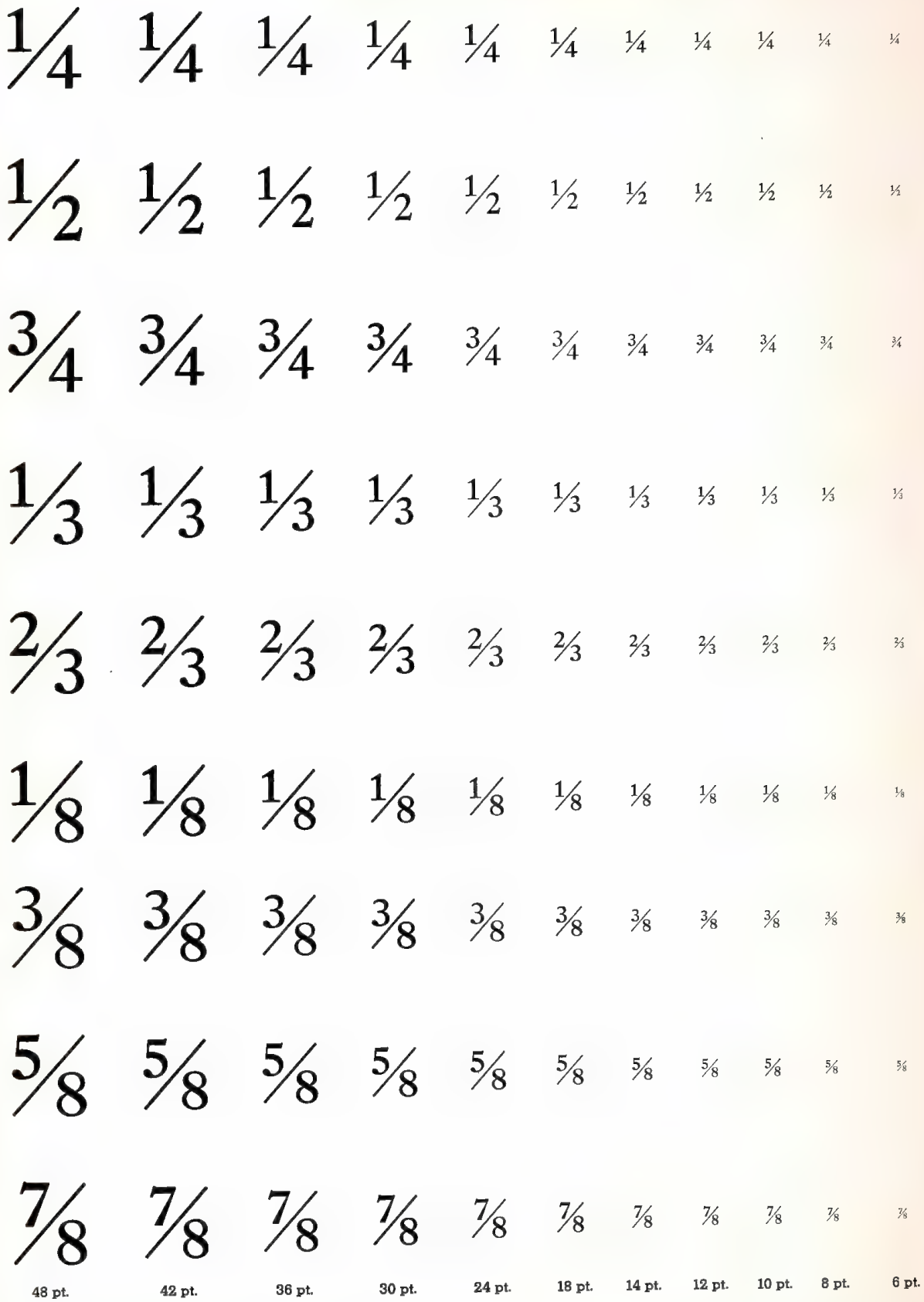
LUDLOW 38-HIC HAUSER SCRIPT



Each set of the above fractions contains 2 each of the following characters:

½ ⅓ ⅔ ¼ ¾

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)


1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4
1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2
3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4
1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3
2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3
1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8
3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8
5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8
7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8
48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.

48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.
1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4
1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2
3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4
1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3
2/3	2/3	2/3	2/3	2/3	2/3	2/3	2/3	2/3	2/3	2/3
1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8
3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/8
5/8	5/8	5/8	5/8	5/8	5/8	5/8	5/8	5/8	5/8	5/8
7/8	7/8	7/8	7/8	7/8	7/8	7/8	7/8	7/8	7/8	7/8

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
48 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
48 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
42 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
42 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
36 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
36 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
30 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
30 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
24 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
24 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
18 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
18 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
14 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
14 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
12 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
12 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
10 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
10 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
8 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
8 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
6 Point

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8
6 Point

En-set fractions for Tempo Bold are shown on page 41

TEMPO MEDIUM CONDENSED DIAGONAL FRACTIONS

1/2 1/4
60 Point

1/2 1/4
72 Point

LUDLOW MISCELLANEOUS MATRICES

FRACTIONS—Italic, Bold

48 Point 1/4 1/2 3/4 1/3

42 Point 1/4 1/2 3/4 1/3

36 Point 1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

30 Point 1/4 1/2 3/4 1/3

24 Point 1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

18 Point 1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

12 Point 1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

Square Gothic—¼ ½ ¾

8 Point

Roman Bold—3/16 5/16 9/16 13/16 17/32

12 Point

LUDLOW BLACK ITALIC FRACTIONS

1/4 1/2 1/3 2/3 3/4

14 Point

LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

3/8 48 Point · 3/8 42 Point · 3/8 36 Point · 3/8 30 Point · 3/8 24 Point · 3/8 18 Point · 3/8 14 Point · 3/8 12 Point · 3/8 10 Point

Made in the following denominations: ½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

14 Point

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

12 Point

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

10 Point

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

8 Point

LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

½ ⅓ ⅔ ¼ ¾ ⅝ ⅞ 11/16

10 Point

LUDLOW 46-MEC GREENWICH DIAGONAL FRACTIONS

1/2 1/3 2/3 1/4 3/4

48 Point

1/2 1/3 2/3 1/4 3/4

42 Point

1/2 1/3 2/3 1/4 3/4

36 Point

LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

1/2 1/3 2/3 1/4 3/4

48 Point

1/2 1/3 2/3 1/4 3/4

36 Point

1/2 1/3 2/3 1/4 3/4

24 Point

LUDLOW 15 LUDLOW BLACK

3/4 48 Point · 3/4 42 Point · 3/4 36 Point · 3/4 30 Point · 3/4 24 Point · 3/4 18 Point · 3/4 14 Point · 3/4 12 Point

SPECIAL FRACTIONS

LUDLOW 2-B CHELTENHAM BOLD

1/1 1/1 1/1 1/1 1/1 1/1 1/1

24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.

LUDLOW 1-L CASLON LIGHT

1/1 1/1 1/1 1/1 1/1

14 pt. 12 pt. 10 pt. 8 pt. 6 pt.

LUDLOW 2-B CHELTENHAM BOLD DIAGONAL FRACTIONS

1/5 2/5

18 Point

1/5 2/5

30 Point

ARITHMETICAL SIGNS

Lightface

6 Point + − × ÷ =

8 Point + − × ÷ =

10 Point + − × ÷ =

12 Point + − × ÷ =

Boldface

12 Point + − × ÷ =

14 Point + − × ÷ =

18 Point + − × ÷ =

NUMBER SIGNS

Lightface

6 Point # 8 Point # 10 Point # 12 Point #

Boldface

12 Point # 14 Point # 18 Point #

CARE-OF SIGNS

6 Point % 8 Point % 10 Point % 12 Point %

INCH MARKS

48 42 36 30 24 18 14 12 10 8 6

FOOT MARKS

48 42 36 30 24 18 14 12 10 8 6

CHECK MARKS

Point Size	6	8	10	12
Light	✓	✓	✓	✓
Point Size	6	8	10	12
Bold	✓	✓	✓	✓

RADICAL MARKS

Point Size	6	8	10	12		12	14
Light	√	√	√	√	Bold	√	√

DEGREE MARKS

6 Point ° 8 Point ° 10 Point °

COPYRIGHT SIGNS

6 Point © 8 Point © 10 Point ©

COMMERCIAL SIGNS

Size	Pound	Com'l @	Sq. Gothic Com'l @	Account	Per	Section	Italic Section	Dagger	Double Dagger
6 Point	℔	@	@	℅	℗	§		†	‡
8 Point	℔	@	@	℅	℗	§		†	‡
10 Point	℔	@	@	℅	℗	§		†	‡
12 Point	℔	@	@	℅	℗	§	§	†	‡
14 Point	℔	@		℅	℗	§	§	†	‡
18 Point		@				§	§	†	‡
24 Point		@				§	§	†	‡

Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 72 point inclusive and for Tempo Heavy Inline in the 24, 30, 36 and 48 point sizes.

Also made in 30, 36, 42 and 48 pt.

Also made in 30, 36 and 48 pt.

11-L PARAGRAPH MARKS

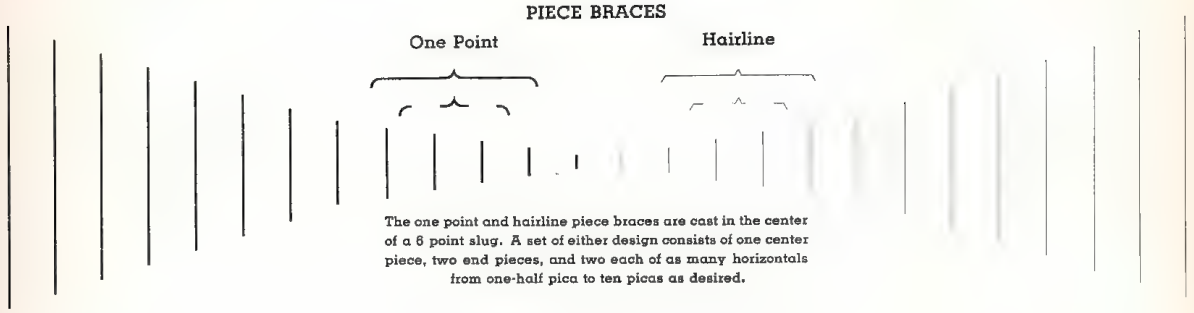
¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶

ROMAN PARAGRAPH MARKS

¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶

48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.

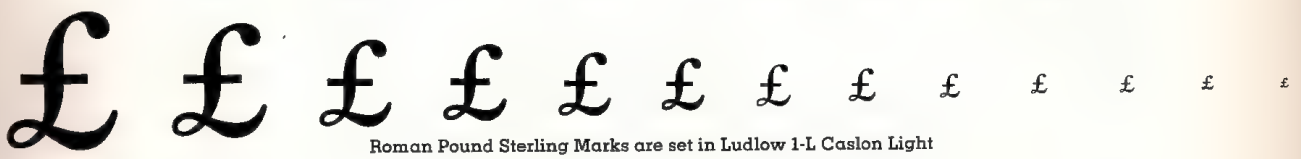
PIECE BRACES



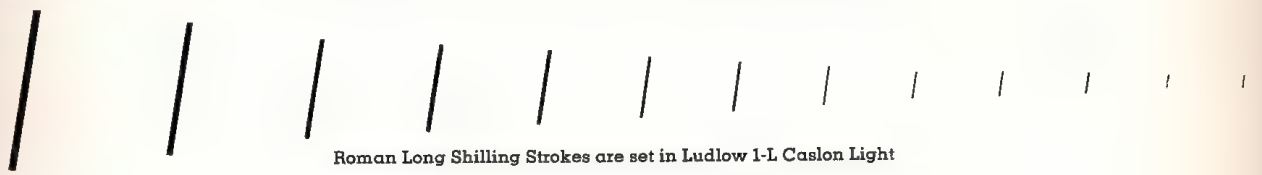
The one point and hairline piece braces are cast in the center of a 6 point slug. A set of either design consists of one center piece, two end pieces, and two each of as many horizontals from one-half pica to ten picas as desired.

POUND STERLING MARKS AND SHILLING STROKES

72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.



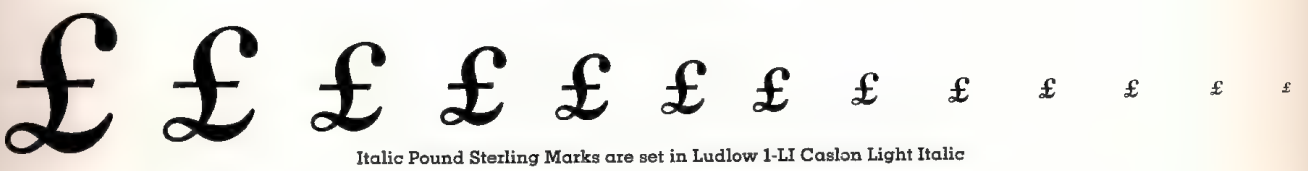
Roman Pound Sterling Marks are set in Ludlow 1-L Caslon Light



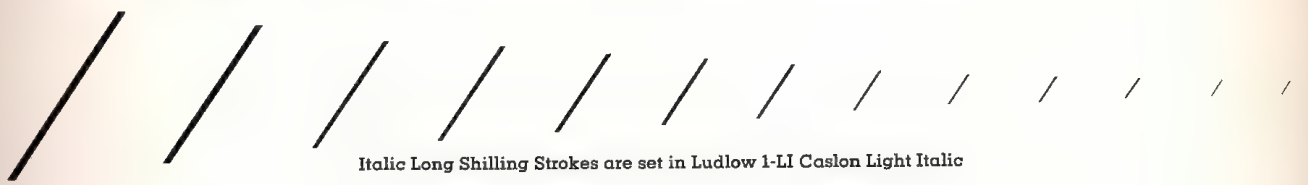
Roman Long Shilling Strokes are set in Ludlow 1-L Caslon Light



Roman Short Shilling Strokes



Italic Pound Sterling Marks are set in Ludlow 1-LI Caslon Light Italic



Italic Long Shilling Strokes are set in Ludlow 1-LI Caslon Light Italic



Italic Short Shilling Strokes

Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

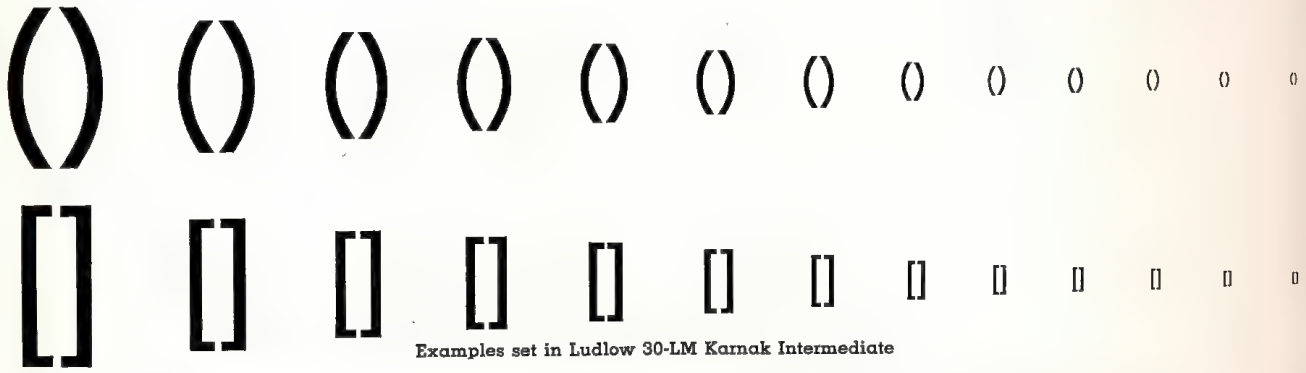
Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.

LUDLOW PARENTHESES AND BRACKETS

Point Size

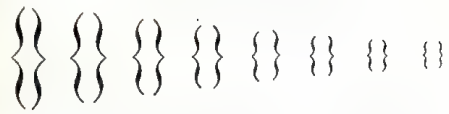
72 60 48 42 36 30 24 18 14 12 10 8 6



Examples set in Ludlow 30-LM Karnak Intermediate

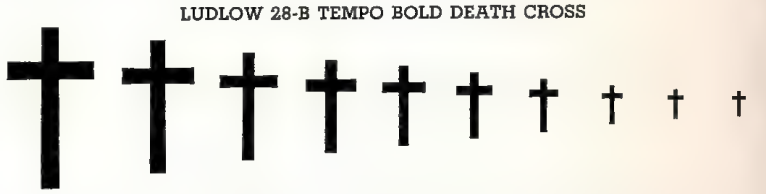
Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

LUDLOW BRACES



48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt.

LUDLOW 28-B TEMPO BOLD DEATH CROSS



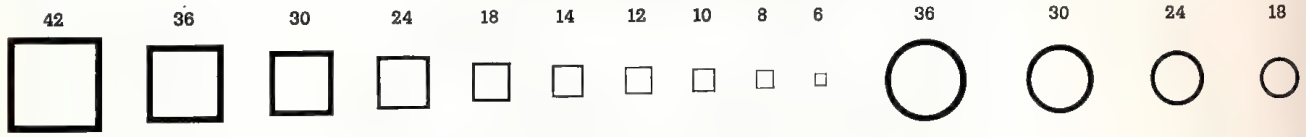
72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt.

Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Inline 24, 30, 36 and 48 point, Caslon Light Italic 14, 18, 24, 30, 36 and 48 point, Caslon Old Face Heavy 18, 24, 36 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and its Italic in 14 point.

LUDLOW ELECTION SQUARES AND CIRCLES

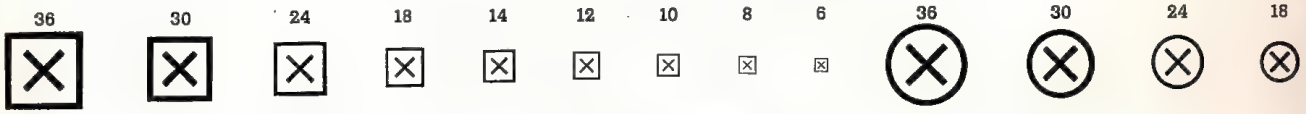
Point Size

42 36 30 24 18 14 12 10 8 6 36 30 24 18



LUDLOW ELECTION SQUARES AND CIRCLES WITH CROSS

36 30 24 18 14 12 10 8 6 36 30 24 18



LUDLOW ASTERISKS

ROMAN LIGHT

Point Size

48 42 36 30 24 18 14 12 10 8 6



MODERN

Point Size

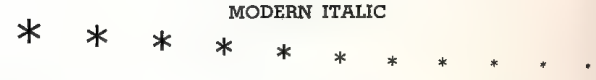
48 42 36 30 24 18 14 12 10 8 6



ITALIC LIGHT



MODERN ITALIC



PER CENT MARKS

VERTICAL PER CENT MARKS

Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are ⅞ inch matrices.

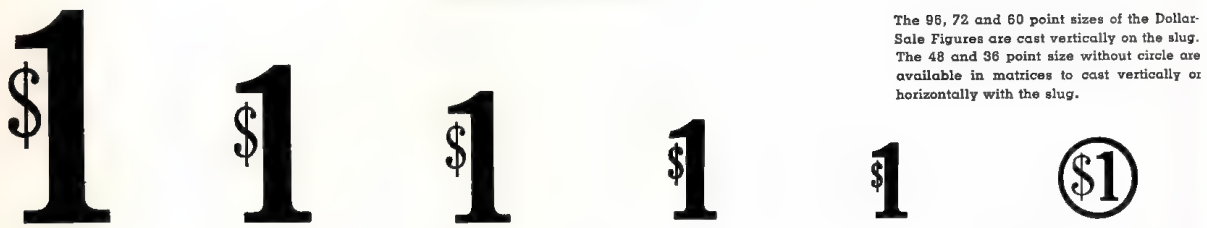
72 Point %

84 Point %

96 Point %

DOLLAR-SALE FIGURES

The 96, 72 and 60 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically or horizontally with the slug.



Point Size 96 72 60 48 36 36 Point Figure in Circle

LUDLOW BLACK VERTICAL DOLLAR MARKS



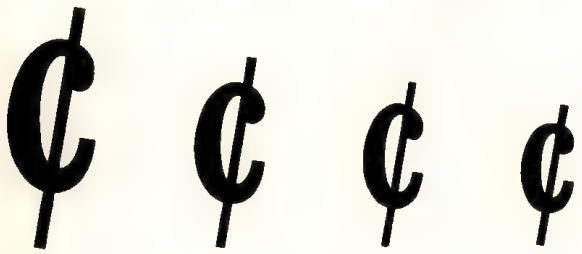
42 Point 36 Point 30 Point 24 Point

VERTICAL DOLLAR MARKS



Point Size 48 42 36 30 24 18

VERTICAL CENT MARKS—Cheltenham Bold Condensed



Point Size 120 96 84 72

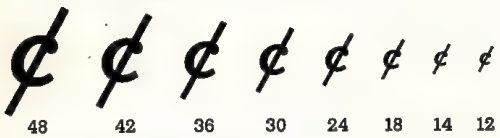
Ludlow Vertical Dollar and Cent Marks are cast the long way of the slug making higher or low adjustment possible with any figures.

VERTICAL CENT MARKS—Roman Bold



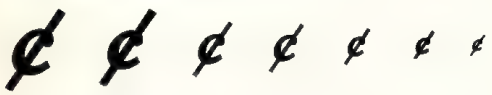
60 48

CENT MARKS—Roman Bold



Point Size 48 42 36 30 24 18 14 12

CENT MARKS—Italic Bold



Point Size 42 36 30 24 18 14 12

CENT MARKS—Century Bold and Bold Italic



Point Size 42 30 18 42 30 12

VERTICAL C MARKS—Medium Condensed Gothic



Point Size 48 42 36 30 24 18 14 12

VERTICAL C MARKS—Cheltenham Bold Condensed



Point Size 48 42 36 30 24 18 14 12

LOGOTYPES—Cheltenham Bold Condensed



18 Point

Available in 7/8" and 1 1/4" matrices

LOGOTYPES—Tempo Heavy



Point Size 72-60 48-42 36-30 24-18

CENT MARKS—Roman Light



Point Size 14 12 10 8 6

SPECIAL LOGOTYPES



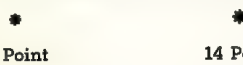
14 Point 1-B Top Alignment 14 Point 2-BC Top Alignment

LUDLOW BLACK CENT MARKS



48 Point 42 Point 36 Point 30 Point 24 Point 18 Point 14 Point 12 Point 10 Point 8 Point

LUDLOW BLACK ITALIC ASTERISKS



12 Point 14 Point

LUDLOW BLACK ITALIC SECTION MARK

14 Point

TEMPO BOLD CONDENSED

11^{65} 96 Point

7^{15} 72 Point

18^{20} 60 Point

12^{90} 48 Point

59¢ 42 Point

46^{45} 36 Point

97^{48} 30 Point

38^{29} 24 Point

27^{50} 18 Point

35^{82} 14 Point

MISCELLANEOUS SUPERIOR FIGURES

18^{90} 72 Point Karnak Black Italic

27^{45} 72 Point Radiant Heavy

10^{17} 72 Point Bodoni Black

18^{20} 60 Point Tempo Heavy

12^{75} 72 Point Radiant Bold Condensed

35^{10} 48 Point Karnak Black

6^{18} 48 Point Karnak Medium

45^{79} 48 Point Franklin Gothic Extra Condensed

63^{80} 42 Point Tempo Heavy Condensed

67^{29} 42 Point Tempo Bold

34^{82} 36 Point Caslon Bold

70^{35} 36 Point Karnak Black Condensed

24^{70} 30 Point Garamond Bold

95^{70} 30 Point Bodoni Bold

78^{34} 24 Point Karnak Intermediate

65^{28} 24 Point Franklin Gothic

26^{70} 18 Point Bodoni Black

55^{99} 18 Point Eden Bold

28^{40} 14 Point Tempo Heavy

SUPERIOR FIGURES WITH UNDERSCORE

5.89 48 Point Ludlow Black

5.65 36 Point Cheltenham Bold Condensed

7.49 30 Point Medium Condensed Gothic

$c.1234567890

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

LUDLOW LINING PLATE MISCELLANEOUS MATRICES

FRACTIONS

18 POINT NO. 1	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 POINT NO. 3	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 POINT NO. 1	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
6 POINT NO. 3	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8

EN-SET FRACTIONS

18 POINT NO. 1	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 POINT NO. 3	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
6 POINT NO. 3	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8

COMMERCE GOTHIC LIGHT FRACTIONS

18 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 2	1/4	1/2	3/4	1/3	2/3

COMMERCE GOTHIC MEDIUM FRACTIONS

18 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 2	1/4	1/2	3/4	1/3	2/3

COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS

18 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 2	1/4	1/2	3/4	1/3	2/3

LINING LITHO LIGHT FRACTIONS

18 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 2	1/4	1/2	3/4	1/3	2/3

LINING LITHO BOLD FRACTIONS

18 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
12 POINT NO. 2	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 4	1/4	1/2	3/4	1/3	2/3
6 POINT NO. 2	1/4	1/2	3/4	1/3	2/3

PARENTHESES

POINT SIZE	6 No. 1	6 No. 2	6 No. 3	6 No. 4	12 No. 1	12 No. 2	12 No. 3	12 No. 4	18 No. 1	18 No. 2	24 No. 1	24 No. 2
Lining Plate Gothic	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Lining Litho Light	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )		
Lining Litho Bold	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )		
Commerce Gothic Light	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )		
Commerce Gothic Medium	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )		
Commerce Gothic Medium Condensed	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )		

PER CENT MARKS

6 Pt No. 1	6 Pt. No. 2	6 Pt. No. 3	6 Pt. No. 4	12 Pt. No. 1	12 Pt. No. 2	12 Pt. No. 3	12 Pt. No. 4	18 Pt. No. 1	18 Pt. No. 2	24 Pt. No. 1	24 Pt. No. 2
%	%	%	%	%	%	%	%	%	%	%	%

NOTE

All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

LUDLOW LINING PLATE MISCELLANEOUS MATRICES

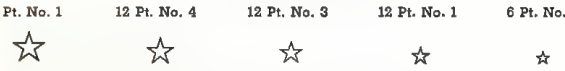
FIVE POINTED STARS
Full Face

18 Pt. No. 1 · 12 Pt. No.4 · 12 Pt. No. 3 · 12 Pt. No. 1 · 6 Pt. No. 3 · 6 Pt. No. 1



FIVE POINTED STARS
Outline

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 1 · 6 Pt. No. 3



ARITHMETICAL SIGNS
Lightface

6 POINT NO. 3	+	−	×	÷	=
12 POINT NO. 2	+	−	×	÷	=
12 POINT NO. 3	+	−	×	÷	=

Boldface

12 POINT NO. 4	+	−	×	÷	=
18 POINT NO. 1	+	−	×	÷	=

SOLID SQUARES

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 12 Pt. No. 1 · 6 Pt. No. 3



SOLID DOTS

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 1 · 6 Pt. No. 3



ELECTION SQUARES

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 12 Pt. No. 1 · 6 Pt. No. 3



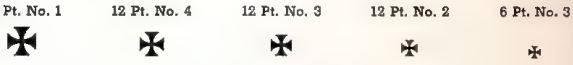
ELECTION SQUARES WITH CROSS

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 12 Pt. No. 1



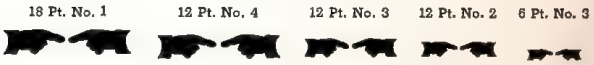
MALTESE CROSSES

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 6 Pt. No. 3



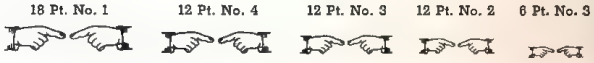
FISTS FULLFACE

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 6 Pt. No. 3



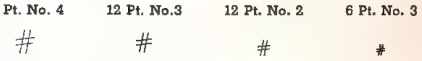
FISTS OUTLINE

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 6 Pt. No. 3



NUMBER SIGNS

12 Pt. No. 4 · 12 Pt. No.3 · 12 Pt. No. 2 · 6 Pt. No. 3



ARROWS

12 Pt. No. 4 · 6 Pt. No. 3



COPYRIGHT SIGNS

12 Pt. No.3 · 12 Pt. No. 1 · 6 Pt. No. 3



ASTERISKS (Lightface)

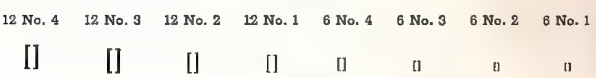
18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 1 · 6 Pt. No. 4 · 6 Pt. No. 3



BRACKETS

Point Size

12 No. 4 · 12 No. 3 · 12 No. 2 · 12 No. 1 · 6 No. 4 · 6 No. 3 · 6 No. 2 · 6 No. 1



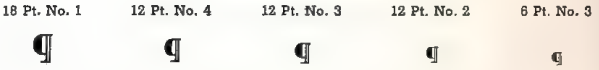
BRACES

18 Pt. No. 1 · 12 Pt. No. 4



PARAGRAPH MARKS

18 Pt. No. 1 · 12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 6 Pt. No. 3



CARE-OF SIGNS

12 Pt. No. 4 · 12 Pt. No. 3 · 12 Pt. No. 2 · 6 Pt. No. 3



COMMERCIAL SIGNS

	Pound	Com'l @	Account	Per	Section	Dagger	Double Dagger	Cent	Check	Degree	Inch	Foot
18 POINT NO. 1		@	a/c	℅	§	†	‡	¢			″	′
12 POINT NO. 4	℔	@	a/c	℅	§	†	‡	¢	✓	°	″	′
12 POINT NO. 3	℔		a/c	℅	§	†	‡	¢	✓	°	″	′
12 POINT NO. 2	℔	@	a/c	℅	§	†	‡	¢	✓	°	″	′
12 POINT NO. 1	℔	@								°		
6 POINT NO. 4		@						¢		°	″	′
6 POINT NO. 3	℔	@	a/c	℅	§	†	‡	¢	✓	°	″	′

NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.


A1555 Leaf—A1558 Berries—12 x 12 points


A1556 Leaf—A1559 Berries—12 x 24 points


A1557 Leaf—A1560 Berries—12 x 12 points


A1570 Leaf—A1573 Berries—18 x 18 points


A1571 Leaf—A1574 Berries—18 x 36 points


A1572 Leaf—A1575 Berries—18 x 18 points


A1552—12 x 12 points


A1553—12 x 24 points


A1554—12 x 12 points

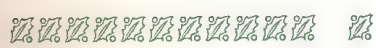

A1567—18 x 18 points


A1568—18 x 36 points


A1569—18 x 18 points


A1549—12 x 12 points


A1550—12 x 24 points


A1551—12 x 12 points


A1576—18 x 18 points


A1577—18 x 36 points


A1578—18 x 18 points


A1400 Leaf—A1401 Berries—12 x 12 points


A1402 Leaf—A1403 Berries—12 x 18 points


A1404 Leaf—A1405 Berries—12 x 12 points


A1305—12 x 12 points


A1306—12 x 18 points


A1307—12 x 12 points


A1412 Leaf—A1413 Berries—24 x 24 points


A1414 Leaf—A1415 Berries—24 x 36 points


A1416 Leaf—A1417 Berries—24 x 24 points


A1406 Leaf—A1407 Berries—18 x 18 points


A1408 Leaf—A1409 Berries—18 x 27 points


A1410 Leaf—A1411 Berries—18 x 18 points


A1311—24 x 24 points


A1312—24 x 36 points


A1313—24 x 24 points


A1308—18 x 18 points


A1309—18 x 27 points

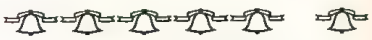

A1310—18 x 18 points

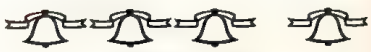

B256—12 x 12 points


B257—12 x 12 points


A1580 Wreath—A1581 Berries—36 x 36 points


A1579—36 x 36 points


A1561—12 x 24 points


A1562—18 x 36 points


AA1566—72 x 60 points
[1¼-inch matrices]


A1593—48 x 42 points


A1565—36 x 30 points


A1563—36 x 30 points


A1564—36 x 30 points


A992—48 x 48 points


A991—48 x 48 points


A2058—12 x 10 points


A2059—12 x 10 points


A2060—12 x 10 points


A2061—18 x 15 points


A2062—24 x 24 points


A2063—36 x 36 points


A2064—24 x 24 points


A2065—36 x 36 points


A2066—24 x 24 points


A2067—24 x 24 points


A2068—36 x 36 points


A2069—36 x 36 points


A2070—24 x 24 points

A2071—24 x 24 points


A2072—36 x 36 points

A2073—36 x 36 points


A2074—24 x 48 points


A2075—24 x 48 points


A2076—36 x 72 points


A2077—36 x 72 points


A2078—24 x 48 points


A2079—24 x 48 points


A2080—36 x 72 points


A2081—36 x 72 points


A2082—24 x 24 points


A2083—36 x 36 points


A2084—24 x 36 points


A2085—36 x 54 points

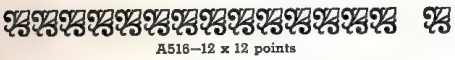

A2086—24 x 36 points

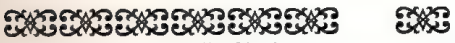
A2087—24 x 36 points


A2088—36 x 54 points

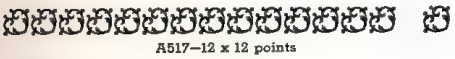
A2089—36 x 54 points

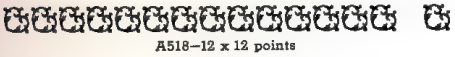

A515—12 x 12 points

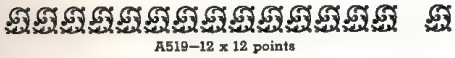

A516—12 x 12 points

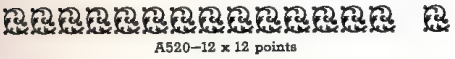

A499—12 x 24 points


A526—12 x 12 points


A517—12 x 12 points


A518—12 x 12 points


A519—12 x 12 points


A520—12 x 12 points

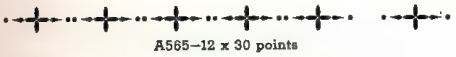

B538—12 x 12 points


B539—12 x 12 points

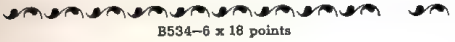

A545—12 x 12 points

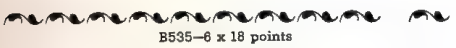

A546—12 x 12 points


C261—12 x 12 points


A565—12 x 30 points


A566—30 x 12 points


B534—6 x 18 points


B535—6 x 18 points


B536—18 x 6 points


B537—18 x 6 points


A770—24 x 6 points


A771—24 x 24 points


A769—24 x 24 points


A772—24 x 24 points


A764—30 x 15 points


A763—30 x 30 points


A765—30 x 30 points


A758—36 x 18 points


A757—36 x 36 points


A759—36 x 36 points


A657—24 x 60 points



A628—36 x 54 points



A627—36 x 36 points



A626—36 x 36 points



A662—48 x 96 points



A652—24 x 48 points



A661—48 x 48 points



A651—24 x 24 points



[1¼-inch matrices]



A669—72 x 72 points



A625—72 x 72 points



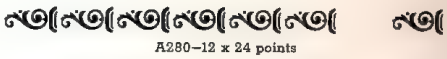
A658—24 x 24 points



A660—36 x 36 points



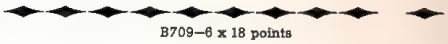
A659—24 x 24 points



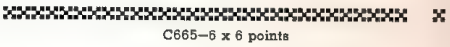
A280—12 x 24 points



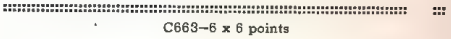
A279—12 x 24 points



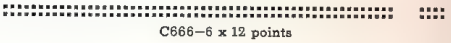
B709—6 x 18 points



C665—6 x 6 points



C663—6 x 6 points



C666—6 x 12 points



C8—12 x 12 points



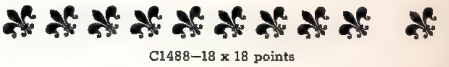
C9—12 x 12 points



C6—12 x 12 points



C525—12 x 12 points



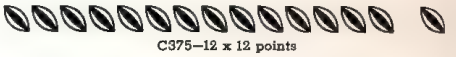
C1488—18 x 18 points



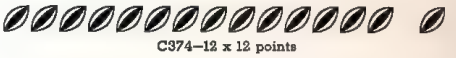
C1489—18 x 18 points



C1490—18 x 18 points



C375—12 x 12 points



C374—12 x 12 points



C376—12 x 12 points



C377—12 x 12 points



C378—12 x 12 points



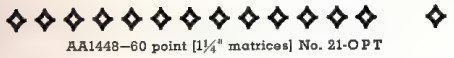
C379—12 x 12 points



C382—12 x 24 points



C381—12 x 24 points

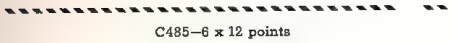

AA1448—60 point [1¼" matrices] No. 21-OPT

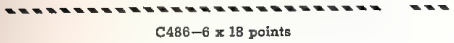

C1447—48 point No. 21-OPT


C1446—36 point No. 21-OPT

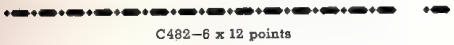

C1445—24 point No. 21-OPT

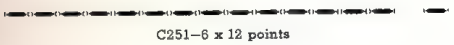

C484—6 x 6 points

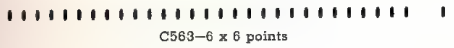

C485—6 x 12 points

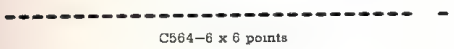

C486—6 x 18 points

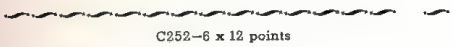

C487—6 x 24 points

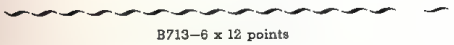

C482—6 x 12 points


C251—6 x 12 points

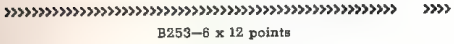

C563—6 x 6 points


C564—6 x 6 points


C252—6 x 12 points

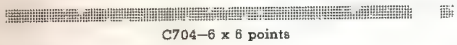

B713—6 x 12 points


B245—6 x 6 points


B253—6 x 12 points


C864—6 x 6 points


C667—12 x 12 points

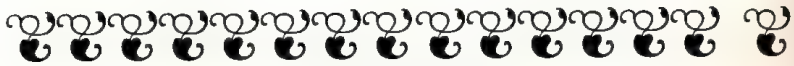

C704—6 x 6 points

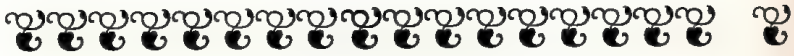

C668—12 x 12 points


C868—48 point, No. 11-L Floret

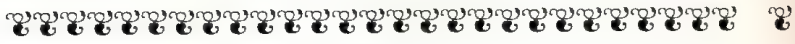

C867—42 point, No. 11-L Floret


C866—36 point, No. 11-L Floret


C865—30 point, No. 11-L Floret

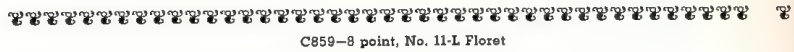

C864—24 point, No. 11-L Floret

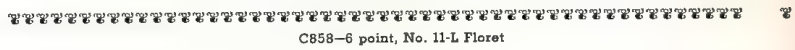

C863—18 point, No. 11-L Floret


C862—14 point, No. 11-L Floret


C861—12 point, No. 11-L Floret


C860—10 point, No. 11-L Floret


C859—8 point, No. 11-L Floret


C858—6 point, No. 11-L Floret



A774—24 x 24 points



A773—24 x 24 points



A775—24 x 24 points



A752—48 x 33 points



A751—48 x 48 points



A753—48 x 48 points



AA749—60 x 42 points [1¼-inch matrices]



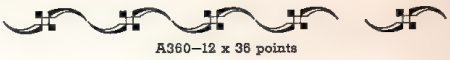
AA748—60 x 60 points [1¼-inch matrices]



AA750—60 x 60 points [1¼-inch matrices]



A720—30 x 30 points



A360—12 x 36 points



A359—12 x 36 points



A496—24 x 48 points



A497—12 x 24 points



A498—24 x 48 points



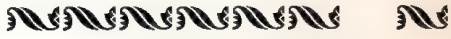
B266—12 x 9 points



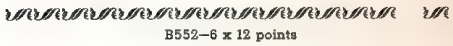
B267—12 x 9 points



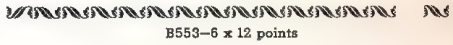
A568—12 x 24 points



A569—12 x 24 points



B552—6 x 12 points



B553—6 x 12 points



C7—12 x 12 points



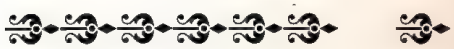
B19—24 x 24 points



B21—12 x 12 points



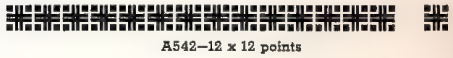
A20—24 x 14 points



A22—14 x 24 points



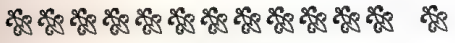
C547—12 x 12 points

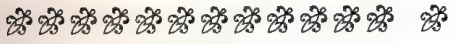


A542—12 x 12 points

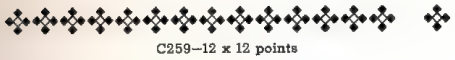

A62—14 x 14 points


A63—14 x 14 points


A60—14 x 14 points


A61—14 x 14 points

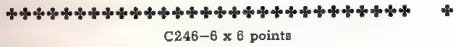

C258—12 x 12 points


C259—12 x 12 points


C67—12 x 12 points

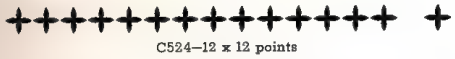

C3—12 x 12 points

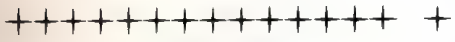

C11—12 x 12 points


C246—6 x 6 points


C523—12 x 12 points

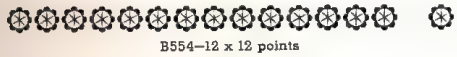

C522—12 x 12 points

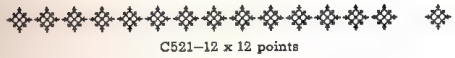

C524—12 x 12 points


C263—12 x 12 points

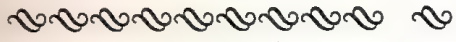

C262—12 x 12 points


C10—12 x 12 points


B554—12 x 12 points


C521—12 x 12 points


B380—12 x 24 points


A277—12 x 18 points


A548—18 x 36 points


A549—18 x 18 points


A550—18 x 18 points


A570—24 x 24 points


A571—24 x 24 points


A572—24 x 24 points


A649—36 x 36 points


A648—30 x 30 points


A650—30 x 30 points


A761—30 x 18 points


A760—30 x 30 points


A762—30 x 30 points


C796—18 x 24 points


C795—18 x 18 points


C797—18 x 18 points


C793—18 x 24 points


C792—18 x 18 points


C794—18 x 18 points

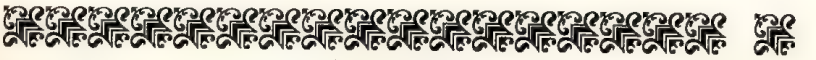

C790—18 x 18 points

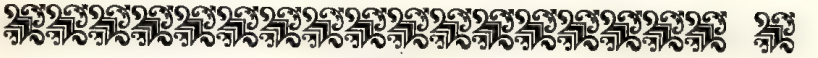

C791—18 x 18 points

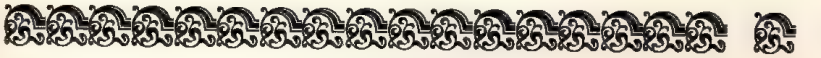

A717—24 x 24 points


A716—18 x 18 points


A715—18 x 18 points

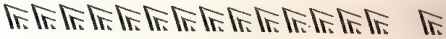

A511—18 x 18 points

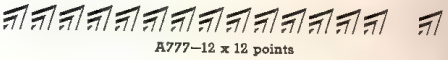

A512—18 x 18 points

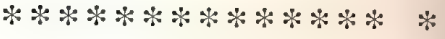

A513—18 x 18 points

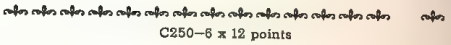

A514—18 x 18 points


A719—12 x 36 points


A776—12 x 12 points


A777—12 x 12 points


C703—12 x 12 points


C250—6 x 12 points

B718—6 x 72 points


B778—6 x 72 points


B779—6 x 72 points

B711—6 x 18 points

B712—6 x 18 points

B710—6 x 18 points

B705—6 x 6 points

B721—6 x 6 points

B706—6 x 4 points

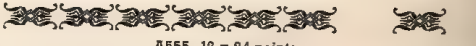
B714—6 x 12 points

B707—6 x 6 points

B708—6 x 6 points


C540—12 x 12 points


C541—12 x 12 points

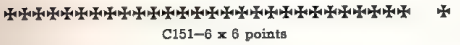

A555—12 x 24 points

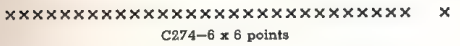

C147—14 x 14 points

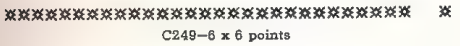

C148—12 x 12 points

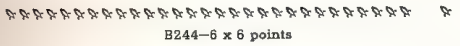

C149—10 x 10 points

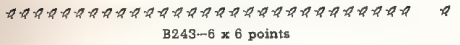

C150—8 x 8 points

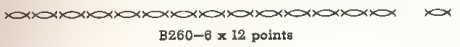

C151—6 x 6 points


C274—6 x 6 points

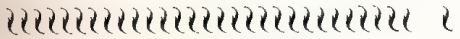

C249—6 x 6 points

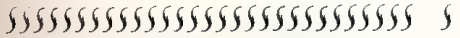

B244—6 x 6 points


B243—6 x 6 points

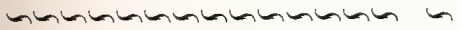

B260—6 x 12 points


B247—12 x 6 points

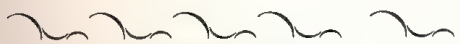

B558—12 x 6 points


B559—12 x 6 points


B557—6 x 12 points

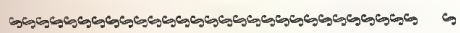

B560—6 x 12 points

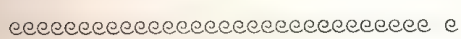

B561—12 x 36 points


B562—12 x 36 points


C567—12 x 12 points


C551—6 x 6 points


B203—6 x 6 points


C180—6 x 6 points


A766—24 x 24 points


A768—24 x 24 points


A767—24 x 66 points


AA755—60 x 24 points [1¼-inch matrices]


AA754—60 x 60 points [1¼-inch matrices]


AA756—60 x 60 points [1¼-inch matrices]


C857—48 point, No. 14-L Floret


C856—42 point, No. 14-L Floret


C855—36 point, No. 14-L Floret


C854—30 point, No. 14-L Floret


C853—24 point, No. 14-L Floret


C852—18 point, No. 14-L Floret


C851—14 point, No. 14-L Floret


C850—12 point, No. 14-L Floret


A28—24 x 24 points


A987—36 x 84 points


A977—12 x 36 points


A981—36 x 36 points


A982—18 x 60 points


A978—18 x 36 points


A986—18 x 72 points


A985—18 x 72 points


A983—18 x 72 points

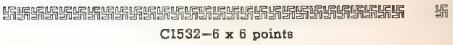

A984—18 x 72 points


A979—18 x 36 points

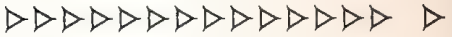

A980—18 x 36 points


A27—12 x 12 points

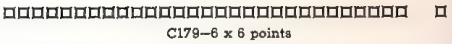

C702—8 x 8 points

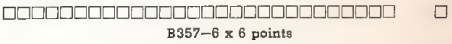

C1532—6 x 6 points


C176—12 x 12 points

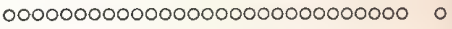

C181—12 x 12 points

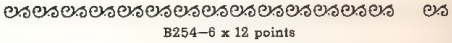

C4—12 x 12 points

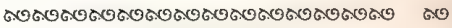

C179—6 x 6 points

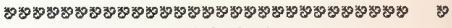

B357—6 x 6 points

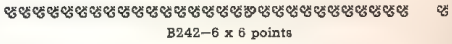

C5—12 x 12 points

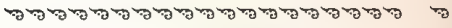

C248—6 x 6 points

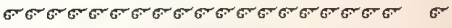

B254—6 x 12 points

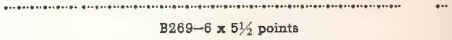

B255—6 x 12 points

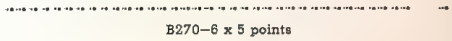

B241—6 x 6 points

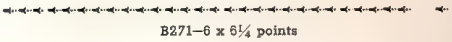

B242—6 x 6 points

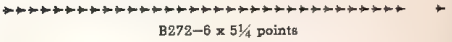

B264—6 x 9 points

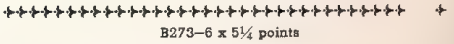

B265—6 x 9 points

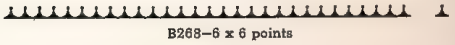

B269—6 x 5½ points


B270—6 x 5 points


B271—6 x 6¼ points


B272—6 x 5¼ points


B273—6 x 5¼ points


B268—6 x 6 points

These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are 1¼-inch matrices

48 POINT BORDER UNITS


A744


A743


A745


A746


A747

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742

Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are ⅞-inch matrices

This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are 1¼-inch matrices

48 POINT BORDER UNITS


A732


A735


A731


A733


A734


A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728

Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are ⅞-inch matrices

LUDLOW BORDERS AND ORNAMENTS

ARTCRAFT ORNAMENTS

C817 — 10 point
C818 — 12 point
C819 — 14 point
C820 — 18 point
C821 — 24 point
C822 — 30 point
C823 — 36 point
C824 — 42 point
C825 — 48 point

ARTCRAFT ORNAMENTS

C808 — 10 point
C809 — 12 point
C810 — 14 point
C811 — 18 point
C812 — 24 point
C813 — 30 point
C814 — 36 point
C815 — 42 point
C816 — 48 point

ARTCRAFT ORNAMENTS

C799 — 10 point
C800 — 12 point
C801 — 14 point
C802 — 18 point
C803 — 24 point
C804 — 30 point
C805 — 36 point
C806 — 42 point
C807 — 48 point

CAMEO ORNAMENTS

B827 — 12 point
B830 — 14 point
B833 — 18 point
B836 — 24 point
B839 — 30 point
B842 — 36 point
B845 — 42 point
B848 — 48 point

FIVE POINTED STARS
Outline

C200 ☆ — 6 x 6 points
C201 ☆ — 8 x 8 points
C202 ☆ — 10 x 10 points
C18 ☆ — 12 x 12 points
C362 ☆ — 14 x 14 points
C363 ☆ — 18 x 18 points
C16 ☆ — 24 x 24 points
C364 ☆ — 30 x 30 points
C13 ☆ — 36 x 36 points

CAMEO ORNAMENTS
Left Side

B826 — 12 point
B829 — 14 point
B832 — 18 point
B835 — 24 point
B838 — 30 point
B841 — 36 point
B844 — 42 point
B847 — 48 point

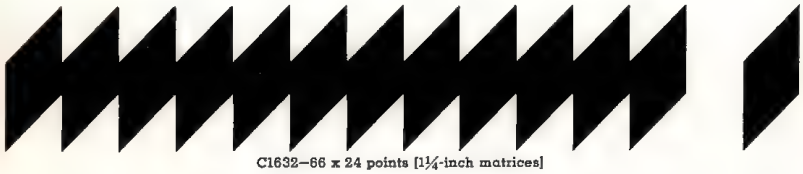
FIVE POINTED STARS
Full Face

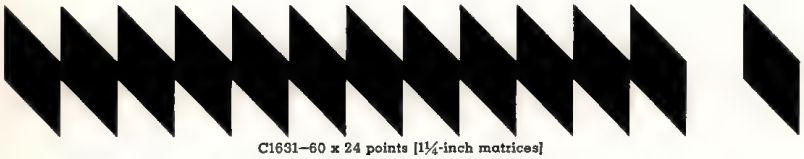
C2054 ★ — 4 x 4 points
C281 ★ — 6 x 6 points
C282 ★ — 8 x 8 points
C283 ★ — 10 x 10 points
C17 ★ — 12 x 12 points
C365 ★ — 14 x 14 points
C366 ★ — 18 x 18 points
C15 ★ — 24 x 24 points
C367 ★ — 30 x 30 points
C14 ★ — 36 x 36 points
C1010 ★ — 42 x 42 pts.
C1011 ★ — 48 x 48 pts.

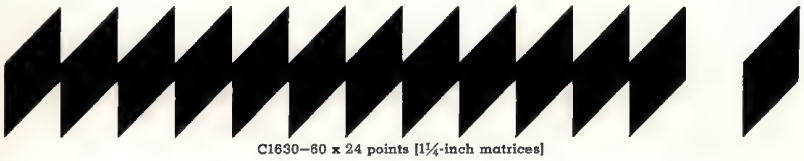
CAMEO ORNAMENTS
Right Side

B828 — 12 point
B831 — 14 point
B834 — 18 point
B837 — 24 point
B840 — 30 point
B843 — 36 point
B846 — 42 point
B849 — 48 point


C1633—66 x 24 points [1¼-inch matrices]


C1632—66 x 24 points [1¼-inch matrices]


C1631—60 x 24 points [1¼-inch matrices]

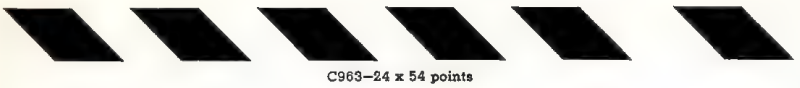

C1630—60 x 24 points [1¼-inch matrices]


C1629—42 x 24 points [1¼-inch matrices]

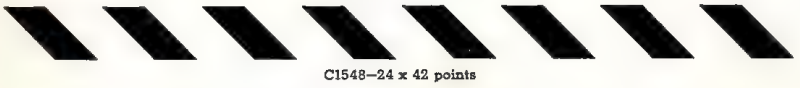

C1628—42 x 24 points [1¼-inch matrices]


C1547—24 x 60 points


C1545—24 x 60 points


C963—24 x 54 points


C964—24 x 54 points


C1548—24 x 42 points


C1546—24 x 42 points


C1485—48 x 48 points


C1426—36 x 36 points


C1390—24 x 24 points

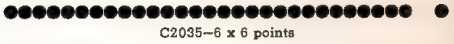

C1389—18 x 18 points

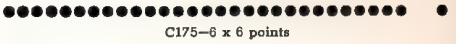

C1484—14 x 14 points

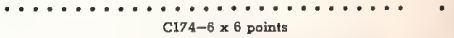

C2—12 x 12 points


C1483—10 x 10 points


C1623—8 x 8 points


C2035—6 x 6 points

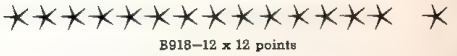

C175—6 x 6 points

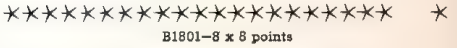

C174—6 x 6 points


C1449—6 x 18 points


B920—36 x 36 points


B919—24 x 24 points

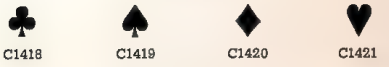

B918—12 x 12 points


B1801—8 x 8 points

PLAYING CARD SYMBOLS


C1986 C1987 C1988 C1989
42 x 36 points


C1422 C1423 C1424 C1425
30 x 24 points


C1418 C1419 C1420 C1421
16 x 12 points


C1353—24 x 24 points


C1284—18 x 18 points


C975—18 x 18 points


C12—12 x 12 points


C974—12 x 12 points


C965—6 x 6 points

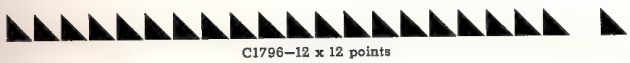

C917—12 x 24 points

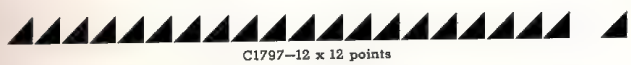

C973—9 x 18 points


C972—6 x 12 points


C916—6 x 12 points


C990—6 x 8 points


C1796—12 x 12 points


C1797—12 x 12 points

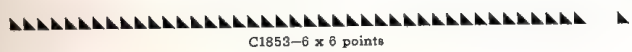

C968—9 x 9 points


C969—9 x 9 points


C966—6 x 6 points

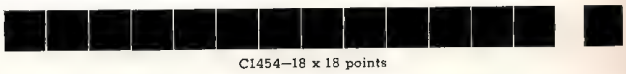

C967—6 x 6 points


C1854—6 x 6 points


C1853—6 x 6 points


C971—18 x 9 points


C970—12 x 6 points

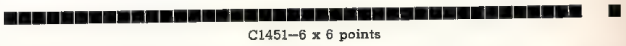

C1454—18 x 18 points

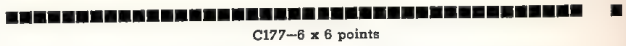

C1366—12 x 12 points

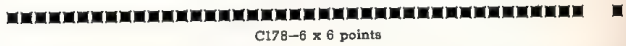

C1—12 x 12 points

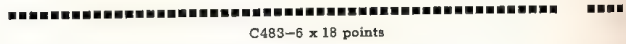

C1453—10 x 10 points

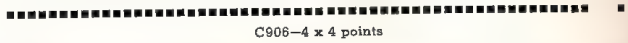

C1452—8 x 8 points


C1451—6 x 6 points


C177—6 x 6 points


C178—6 x 6 points


C483—6 x 18 points


C906—4 x 4 points


1908—24 x 34 points


1909—24 x 34 points


1910—24 x 24 points


1911—24 x 24 points


C890—12 x 36 points


C1591—48 x 54 points


C1590—36 x 42 points


A50—36 x 48 points


C1592—48 x 48 points



AA1004—54 x 54 points One and one-quarter inch matrices



AA1003—54 x 54 points One and one-quarter inch matrices



AA1005—54 x 54 points One and one-quarter inch matrices



A994—36 x 36 points



A993—36 x 36 points



A995—36 x 36 points



A1001—24 x 24 points



A1000—24 x 24 points



A1002—24 x 24 points



A996—36 x 36 points



A997—36 x 36 points



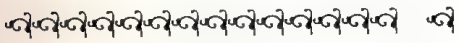
A998—24 x 24 points



A999—24 x 24 points


A531—12 x 12 points


A230—12 x 18 points


A236—12 x 12 points


A235—12 x 12 points


A237—12 x 12 points


A238—12 x 12 points

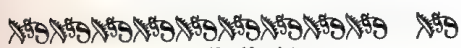

A205—12 x 12 points

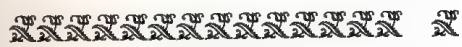

A204—12 x 12 points

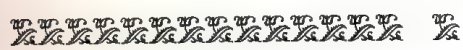

A206—12 x 12 points


A207—12 x 12 points


A208—12 x 18 points

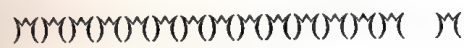

A209—12 x 18 points


A231—12 x 12 points


A232—12 x 12 points


A233—12 x 12 points

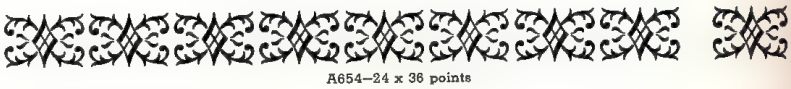

A234—12 x 12 points


A543—12 x 12 points


A544—12 x 12 points


A630—36 x 54 points


A629—36 x 36 points


A654—24 x 36 points


A653—24 x 24 points


A634—36 x 72 points


A633—36 x 36 points


A656—24 x 48 points


A655—24 x 24 points


A632—36 x 36 points


A631—36 x 36 points

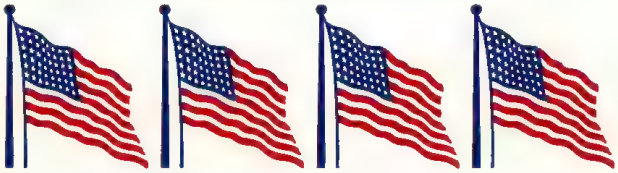

A361—36 x 36 points

PATRIOTIC BORDERS AND ORNAMENTS

For other United States Flags see page 240



AA2238 Stars—AA2239 Stripes—84 x 72 points



AA2236 Stars—AA2237 Stripes—72 x 66 points



A2146 Stars—A2147 Stripes—48 x 48 points



A2144 Stars—A2145 Stripes—36 x 36 points



C2126—24 x 24 points



C2125—18 x 18 points



C2124—12 x 12 points



AA2142 Stars—AA2143 Stripes—72 x 60 points



A2140 Stars—A2141 Stripes—48 x 40 points



C2139—48 x 40 points



C2138—36 x 30 points



C2137—24 x 20 points



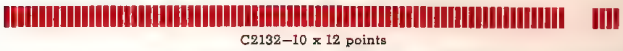
C2127—12 x 12 points



C2136—20 x 24 points



C2134—14 x 18 points



C2132—10 x 12 points



C2135—24 x 24 points



C2133—18 x 18 points



C2131—12 x 12 points

HALLOWEEN BORDERS AND ORNAMENTS

For Christmas and other Holiday Borders see pages 226 and 227



A2160—48 x 48 points



A2159—24 x 24 points



A2158—36 x 30 points



A2157—18 x 15 points



A2150—36 x 24 points



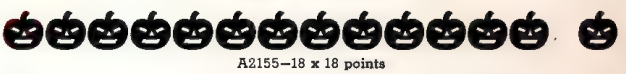
A2149—24 x 16 points



A2148—18 x 12 points



A2156—36 x 36 points



A2155—18 x 18 points



A2154—12 x 12 points



A2153—36 x 36 points



A2152—24 x 24 points



A2151—18 x 18 points

LUDLOW LEADERS AND RULES

HORIZONTAL DOT LEADERS

One Dot to the em—1½ point Dot

No. 69 12 pt. alignment No. 72 14 pt. alignment
No. 75 18 pt. alignment

Two Dots to the em—1½ point Dot

No. 73 14 pt. alignment No. 76 18 pt. alignment

Two Dots to the em—1¼ point Dot

No. 70 12 pt. alignment

Three Dots to the em

No. 1008	½ point dot	8 point alignment
No. 1009	¾ point dot	10 point alignment
No. 71	1 point dot	12 point alignment
No. 74	1¼ point dot	14 point alignment
No. 77	1½ point dot	18 point alignment

Six Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
921	6-8 point	2 points
922	6-8 point	4 points
684	6-8 point	6 points
923	6-8 point	8 points
924	6-8 point	10 points
685	6-8 point	12 points
686	6-8 point	18 points
925	10-12 point	2 points
926	10-12 point	4 points
479	10-12 point	6 points
927	10-12 point	8 points
928	10-12 point	10 points
345	10-12 point	12 points
346	10-12 point	18 points
929	6-LP	2 points
930	6-LP	4 points
478	6-LP	6 points
931	6-LP	8 points
932	6-LP	10 points
347	6-LP	12 points
348	6-LP	18 points
1349	6-LP	24 points

Three Dots to the Pica

No. 160	½ point dot	6-8 point alignment

Eight Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
343	10-12 point	12 points
344	10-12 point	18 points
341	6-LP	12 points
342	6-LP	18 points

HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—5 Hyphens to the Pica

Number	Alignment	Setwidth
198	6-8 point	12 points
199	6-8 point	18 points
339	6-8 point	24 points
80	10-12 point	12 points
88	10-12 point	18 points
338	10-12 point	24 points
239	6-LP	12 points
240	6-LP	18 points
340	6-LP	24 points

½ Point Hyphen—2 Hyphens to the em

Number	Alignment	Setwidth
78	10-12 point	12 points
81	14 point	14 points
79	18 point	18 points

HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—3 Hyphens to the em

Number	Alignment	Setwidth
1083	6 point	6 points
1084	8 point	8 points
1085	10 point	10 points

VERTICAL DOT LEADERS

½ Point Dot—6 Dots to the Pica

Center Alignment

Number	Height	Setwidth
1314	12 points	6 points
1811	18 points	6 points
1315	20 points	6 points
1316	24 points	6 points
1317	28 points	6 points

1 Point Dot—6 Dots to the Pica

Center Alignment

Number	Height	Setwidth
161	6 points	6 points
162	12 points	6 points
284	18 points	6 points
163	24 points	6 points

VERTICAL HYPHEN LEADERS

Center Alignment

Number	Height	Setwidth	Weight
82	12 points	6 points	1 point
83	12 points	6 points	½ point
84	18 points	6 points	½ point

PARALLEL RULES

Side Face Cast on 6 Point Body

¼ point x ¼ point—1½ point space

1 point x 1 point—1 point space

1 point x 1 point—1½ point space

PARALLEL RULES

Center Face Cast on 6 Point Body

¼ point x ¼ point—1 point space

¼ point x ¼ point—2 point space

1 point x 1 point—1 point space

1 point x 1 point—2½ point space

1 point x 1 point—4 point space

1¼ point x 1¼ point—1½ point space

2 point x 2 point—2 point space

TWO LINE RULES

Side Face Cast on 6 Point Body

¼ point x 1 point—1½ point space

¼ point x 1½ point—3 point space

¼ point x 3 point—3 point space

1¼ point x ½ point—1½ point space

2 point x ½ point—1 point space

2 point x 1 point—1 point space

½ point x 2 point—2 point space

½ point x 3 point—2 point space

2 point x 1 point—2 point space

½ point x 3½ point—1½ point space

4 point x ½ point—1 point space

COMBINATION RULES

Side Face Cast on 6 or 12 Point Body

¼ point x 2 point x ¼ point—1 point space

2 point x 1 point x 1 point x 2 point—2 point space

2¼ point x 2¼ point x 2¼ point—2½ point space

SINGLE LINE RULES

Side Face Cast on 6 Point Body

¼ point side face

1 point side face

2 point side face

3 point side face

4 point side face

5 point side face

SINGLE LINE RULES

Center Face Cast on 6 or 12 Point Body

¼ point center face

1 point center face

2 point center face

3 point center face

4 point center face

5 point center face

6 point center face

8 point center face

10 point center face

12 point center face

14 point center face

18 point center face

SQUARE GOTHIC

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH 24 On this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war; we have come to dedicate a portion of that field as a final resting place for

4 Point Ludlow 6-2B Square Gothic
Length of lower-case alphabet: 68 points

CASLON LIGHT

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT 24 Forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war; we have come to dedicate a portion of that field as a final resting place for those who

4 Point Ludlow 1-L Caslon Light
Length of lower-case alphabet: 67 points

These 4-point sizes will set solid when cast with special 4-point mold

TEMPO HEAVY CONDENSED

THE NEWSPAPER ADOPTING THE LUDLOW SLUG SYSTEM 10 Will find it an invaluable asset for the mass production of all of their news and advertising display heads in a variety of typefaces

10 Point Ludlow 28-HC Tempo Heavy Condensed
Length of lower-case alphabet: 110 points

BODONI CAMPANILE ITALIC

ADDITION TO THE BODONI FAMILY THAT WILL 30
Add distinction to any newspaper display advertising

30 Point Ludlow 3-BECI Bodoni Campanile Italic — Length of lower-case alphabet: 260 points

EXHIBIT OF FINE BOOKS WILL 48
Open Monday in the public library

48 Point Ludlow 3-BECI Bodoni Campanile Italic — Length of lower-case alphabet: 414 points

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z & $
1 2 3 4 5 6 7 8 9 0 . : , ; - ‘ ’ ! ? ( ) [ ] — ·

Characters listed below sold separately

% ½ ¼ ¾ ⅓ ⅔

The complete series of Bodoni Campanile Italic will range from 18 to 48 point inclusive

EXHIBIT OF RARE 7 Books Opens Today

72 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

MANY ADVERTISERS 7 Endorse Ludlow Faces

60 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

LARGE CROWD ATTENDS 48 Opening of the Yawl Races

48 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

CITY COUNCIL TO MEET AND 42 Discuss Plans for the Building of a New School Next Monday

42 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

X-RAY MACHINE IS DONATED TO 36 The Avenue Hospital by the Estate of the Late Mayor of Essex, J. Vacory

36 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

SIXTEEN KILLED IN 30 Big Railroad Accident in Kentucky Thursday as Two Trains Collide

30 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

SPECIAL SALE OF FINE 24 Irish Linen Handkerchiefs Will Begin Next Thursday in Reid's Downtown Store

24 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

MANY LEADING NEWSPAPERS 18 Have Installed the Ludlow Slug System For Setting their News and Advertising Display Headings

18 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

MANY SMALL JOB PRINTERS HAVE 14 Installed the Ludlow System For Setting all of their Job Work thus Enabling them to Produce Better Work at Far Less Cost

14 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

FRESH NEW TYPEFACES ARE AMONG THE MOST 12 Potent of Tonics for Increasing the Effectiveness of Advertising and Printing. They Count for far More than Merely so Much Additional Equipment

12 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

Complete set of Variant Characters

A C E F G
K M N R S
U W X Y
u w x y

SCORES FORCED 9 TO ESCAPE FLOOD

96 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Characters in Complete Font
(shown in the 24 point size)

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
. : , ; - ‘ ’ ! ? —

Characters listed below sold separately

( ) [ ] %

686.224 c1
L945T
Ludlow typefaces
Ludlow typefaces
JUL 3 1978

686.224 c1
L945T
Ludlow typefaces
Ludlow typefaces

[redacted]

JUL 3 1978
JUL 15 1978

WESTERN CAMPUS LIBRARY
CUYAHOGA COMMUNITY COLLEGE

NOV 27 1973

GC
1314

TYP

Lud

2032 C